



Graphenstone Paint

How Graphenstone is disrupting the paint and coating industry with the most eco-friendly products on the market

interview by Karolina Barnes, provided by Melissa Byrne



As one of the leading paint and coating companies for the green generation, Graphenstone story tells a tale of a human innovation, perserverance and belief that in 21st Century it is possible to produce eco-friendly paint and coating products that are natural, ecological and health conscious. The story starts in Spain, where Antonio Leon Jimenez, a chemical engineer, committed himself to developing the most innovative and groundbreaking line of natural paints and mortars using high quality lime, reviving a tradition in production cycle that otherwise would have been forgotten. Here we speak to Patrick Folkes, director at Graphenstone about the paints, its characterists and benefits and his thoughts on greenwashing and future of the industry.



Can you tell us the backstory of how Graphenstone Paint came about?

I have always been involved in healthy businesses and co-founded PJ Smoothies back in the day - a fascinating journey which ended with the sale of the brand to PepsiCo.

In 2012 the founder of Graphenstone, who has a science background, was looking to find a super healthy mineral paint that also performed brilliantly. It just happened to be at the same time as an incredible new discovery - Graphene. Graphene was discovered in Manchester by two guys in 2004 - the strongest material on planet earth sourced from inert carbon, with space age characteristics. Combining healthy air purifying lime with class 1 strength Graphene, Graphenstone was born.

In 2016, I met with the owners of Graphenstone who are based in Spain and bought the UK rights. We launched The Graphene Company in the UK in 2017 and have not looked back. We are based in Norfolk.

Was the intention from day one to create the most eco-friendly paint on the market? What were some of the frustrations you were trying to address?

Paint is one of the most polluting products on earth, in both production and point of use, at home or in the office where we spend 90% of our time. Graphenstone paint is beautiful and healthy.

One of the most frustrating issues is greenwashing. Many of the products on the market do not have the credentials to claim to be sustainable. We are the most certified paint on the market and from day one we have gone out to make sure we are independently evaluated in all aspects of our business. The Cradle to Cradle Institute is one of the most rigorous - we have Gold and Silver standards which is why Facebook and Zara use Graphenstone as well as other clients such as Historic Royal Palaces. We look at the real issue of sustainability and beyond - packaging, sourcing materials responsibly, energy and water use, everything we use in the shipping of the product is recyclable, we don't ship all the water needed in the paint but ask people to add some tap water locally for example. We take it very seriously.

Can you take us through some of the benefits of your products?

It is healthy for people and the planet - there are no chemicals, plastics, or VOC's and there's no smell! The price point is competitive. We have 96 house colours but clients can choose from over 1,000 colours on our chart. We can also colour match which is often a service we provide to interior design clients. The minerals and natural pigments are strong and rich which often means you only need two coats. We have products that actively clean the air with high lime (98%) content. Lime is a fantastic product - it has been around forever and was used by the Romans but it is brittle and not that strong - the introduction of Graphene is unique as it makes it class 1 strength too. It absorbs the CO2 out of the air so it goes on cleaning your environment as it cures, bringing a light and bright energy to your space, as well as looking beautiful.



As a leading brand in ecological paint solutions, how do you see its role in the wider market, which is led by colour trends, and encourages consumers to decorate and redecorate without thinking about the implications of their actions.

I think if we step back a bit - just 5 years ago people just thought of colour and bought cheap acrylic paint. However, now people are becoming much more aware and conscious about ecology and health - many different factors have contributed to this awareness (Covid, climate change in the media / David Attenborough..) and it has accelerated sharply.

People want a healthy paint product that does not pollute, yet performs brilliantly in beautiful rich pigmented colours - Graphenstone! [®]

Brand website: graphenstone.co.uk | graphenstone-ecopaints.store

IG: [@graphenstonepaintuk](https://www.instagram.com/graphenstonepaintuk)