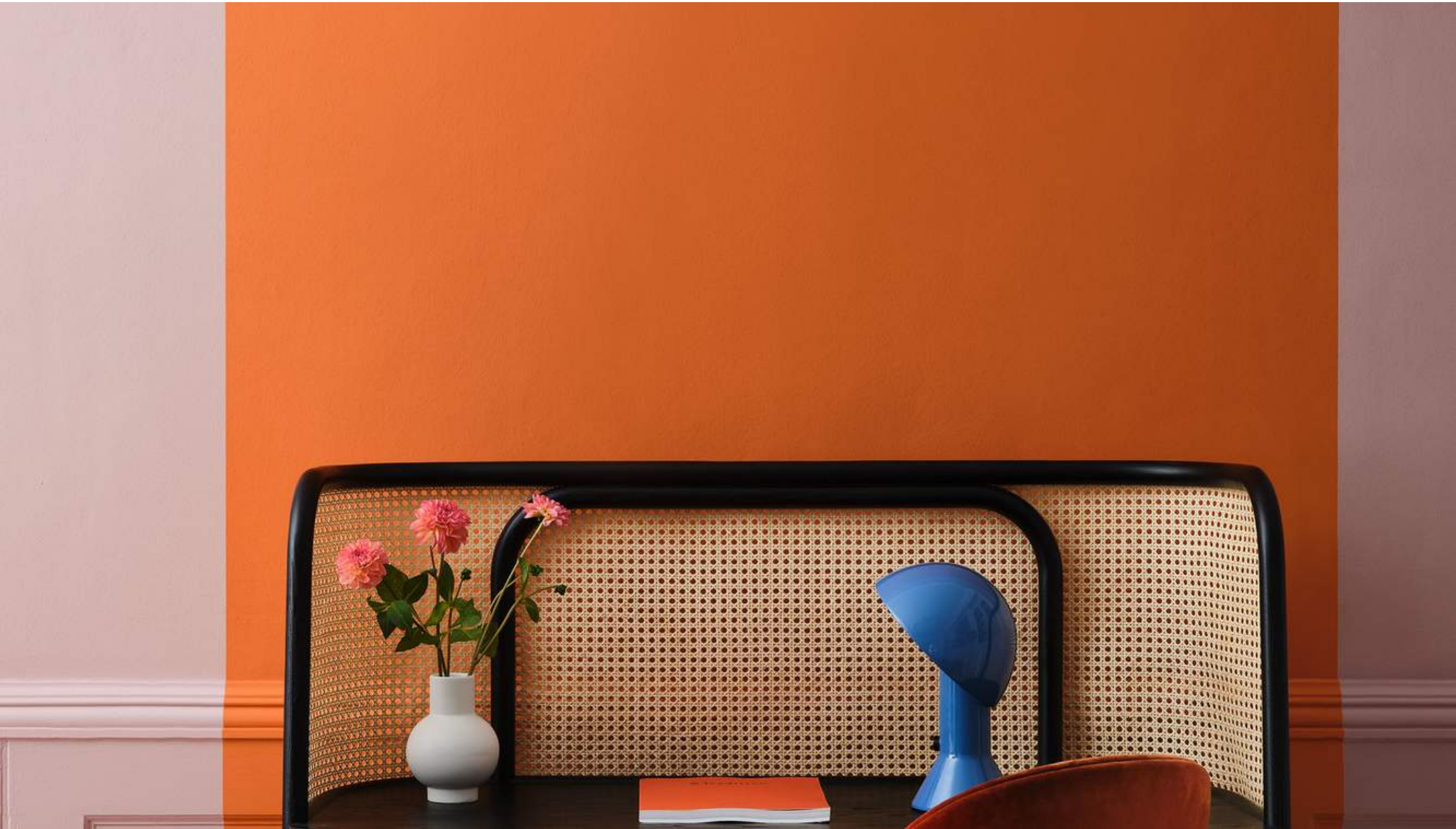


PRESS COVERAGE BOOK



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GRAPHENSTONE FEATURED IN...

MailOnline

THE  TIMES

The Telegraph

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GRAPHENSTONE MEDIA CUT THROUGH

10 million + readers reached via...

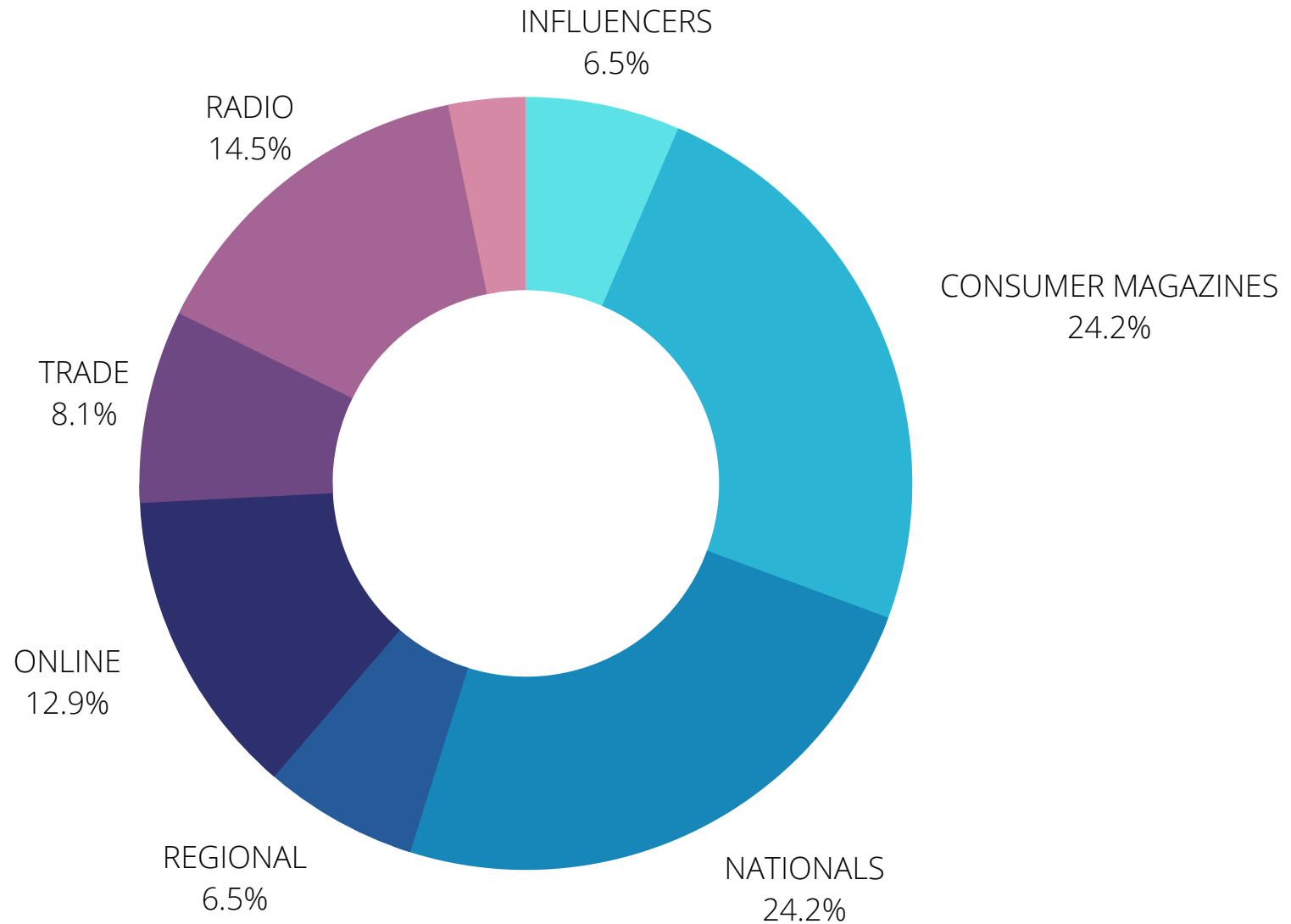


- National newspapers
- Regional newspapers
- Consumer magazines
- Trade Press
- TV
- Radio + Podcasts
(over 1m reached via audio)
- Online



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MEDIA COVERAGE BY CHANNEL



GRAPHENSTONE DISRUPTING THE MARKET



THE  TIMES

INTERIORS

The next Farrow & Ball? We look at the new British brands making a splash

As the posh paint brand Farrow & Ball is sold for £500m, Katrina Burroughs looks at the new British shades and what your hue says about you

Graphenstone

Nature and nurture: an eco-paint that is wipeable and purifies the air. It is the hot choice of cool decorators. From £19.16 for 1 litre, [graphenstone-](#)



MYLANDS
ESTABLISHED LONDON 1884





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The Telegraph

Wonder walls: meet the new paint trends

Forget grey, the latest key colours promise an instant mood uplift – and will totally transform your home, says Jessica Salter

Would you ever have thought of painting your living room brown? Or your bedroom a fetching shade of lilac? Well, that is what the new season's colour charts promise. After the enduring popularity of 50 shades of grey, we're now branching out into a new palette that promises more warmth and cosiness for the colder months ahead.

The reason we're going bold with our choices? Frankly, after 18 months at home, we need something to excite our eyeballs and give our homes a refresh. "We have been cocooned at home and made it a place of safety, warmth and comfort," Betsy Smith, colour consultant for the eco-paint company GraphenstoneUK, says. "Autumn/winter 21 is about building on this but creating opportunities to be adventurous and experimental, embracing creativity and having more fun with colour."

Colour, as we know, can have a huge effect on our psychology and the richer new season tones work "to uplift our spirits, create vitality and re-energise us, creating a positive mindset," she explains. Which, as we're staring down the barrel of cold, grey days, is something we all need.

PINK POWER

The most searched-for paints this autumn are Setting Plaster, a subtle pinky colour by Farrow & Ball that does indeed look like a freshly plastered wall, which gets 10,600 average monthly global searches, according to research this month by the interiors website homedotit.com, followed swiftly by the charmingly named Dead Salmon.

Pink might have alarming millennial



SHOP IT

Colourful accessories



Tangier trays set,
£850 per set,
thelacquercompany.com



Tripp Trapp high chair,
£189,
stokke.com



Always Pan,
£125,

NEW PAINTS ON THE PALETTE

Farrow & Ball has long been a byword for chic paint colour, but there are new contenders for those really in the know:

Graphenstone paint actually purifies the air in your space by removing CO2 and other toxins, while offering the durability of acrylic. graphenstone.co.uk

Lick's USP is a limited colour range with peel and stick samples (no paintbrush required) that don't damage walls and are an exact match to the paint. lickhome.com

Edward Bulmer, the artist and designer, created his range from the same 12 earth and mineral pigments, meaning they all work tonally together. You can request a free colour chart before you have a consultation. edwardbulmerpaint.co.uk

" Graphenstone paint actually purifies the air in the space"...



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How To Spend It Design [+ Add to myFT](#)

Rose Uniacke: at home with the queen of serene

As well as demarcating the different aspects of the business, the new store is a chance to crystallise its environmental ethos. Working with small mills and using ethically sourced materials where possible, the focus is on minimising environmental impact. Among the 52 textiles recently added to the line, there are outdoor upholstery weaves produced using recycled plastic, small-batch organic linens and hand-loomed Indian Peace Silks, produced with a social enterprise that allows silk worms to complete their life cycle before harvesting. Many of the offcuts from her interiors projects are now being transformed into luxurious rag-rug-style cushion covers and wall hangings by a Bristol weaver. The store will also house – and be daubed in – Uniacke's debut line of lime-based, natural paints. It's produced by the Norfolk company [Graphenstone](#), chosen for its eco credentials. "Remarkably, one paint actually absorbs CO2 from the room," she says.

" Uniacke's debut line of paints chosen for its eco credentials"...

Eco-friendly paints – a guide to finding and buying the best eco-friendly paints

British designer Sebastian Cox speaks with paint expert Edward Bulmer to better understand eco-friendly paints

- **Natural alternatives to fossil resources:** 'I also believe we should be moving away from materials derived from fossil resources where natural alternatives exist, and we should be concerned about what happens when we wash our brushes – anything that contains acrylic or other plastics obviously puts tiny plastic molecules into our water system. Edward's paints omit fossil-derived acrylic, so become my first choice alongside lime paints like Bauwerk and Graphenstone which we will try elsewhere in our house.
-

A breath of fresh air: Our homes are full of pollutants found in everything from furniture to candles... but there are clever ways to remove them

- Indoor pollutants have caused four million premature deaths, Yale scientists say
- They are found in everything from candles to paint and upholstery
- Using an air purifier can help to combat the toxic fumes
- There are also new 'cleaner' versions of wood burning stoves

New paints

Traditional paints can release VOCs, but there is a new breed of eco-friendly paints on the market. Some, including Edward Bulmer and Little Greene, have stripped out nasty chemicals and are entirely natural.

But other brands have gone a step further and now use formulas that actively absorb CO₂ from your walls, such as those from innovative paint company Graphenstone.

'As the paint cures over its lifetime, the lime coatings absorb up to 5.5 kg of CO₂ per 15 litres of paint from the room where it's applied,' Patrick Folkes, director of Graphenstone, says.

" Formulas that actively absorb CO₂ from walls, such as those from innovative paint company Graphenstone"...

Orange interiors ideas: give your home a boost of vitamin C

Pep up a winter home workspace without sending your living room back to the Seventies

Vitamin C for the home, orange is a mood-enhancing, life-affirming shade that can be retro-groovy or contemporary and elegant. From turmeric to terracotta via shades of amber and full-on Le Creuset Volcanic, orange is the hottest hue of the moment. Keep it 20th century by combining saturated orange with brown or mid-greens and blues. Partner it with pink, lilac and blue for a contemporary look. Or invite orange into your home office to give your workspace a Berocca boost.

As our thoughts turn wearily to working from home — again — Betsy Smith, Graphenstone's colour consultant, has been considering the best colour combinations for an energised yet serene home office. She reckons orange balanced with a warm neutral such as dusty pink is the solution.

"Graphenstone's colour consultant has been considering the best colour combinations for an energised yet serene home office"...



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THE TIMES

Eco tip Environmentally friendly paint

T TIMES Earth

Lockdown decorators have clamoured for paint during the pandemic, but just how environmentally friendly is the colour you're slapping on your walls? Labelling can be opaque, so when buying paint look out for non-toxic and natural on the tin.

Check labels to ensure there are no extra solvents or additives, and ideally look for 5g/litre or below of volatile organic compounds (VOCs),

the chemicals that are partially responsible for that distinctive "new paint" smell.

One brand launched during lockdown is Gris, a sustainable mineral paint entirely free of VOCs, synthetic binders, solvents and acrylics. A collaboration between Liz Michael, a former make-up artist, and the paintmaker Keim, the palette is a pared-back selection of whites, greys and blues made with earth oxide pigments. Unlike conventional paints, which create an impermeable film

over the surface of the wall, mineral paints like Gris form a breathable micro-crystalline bond with a longer-lasting matt finish that won't fade or yellow with time. The paint naturally resists mould and fungal growth (£72 for 2.5 litres, grispaints.co.uk).

Traditionally applied to plaster and stucco, limewash paint is one of the oldest decorating finishes out there. Modern formulas are suitable for interior walls and more. Graphenstone's lime-based paint is plastic-free, tough

**"Graphenstone's lime-based paint is plastic free,
tough and wipeable"...**



IN ASSOCIATION WITH
LAPICIDA
TILE & STONE SPECIALIST



style buy
New storage cushion, £30, from 19.
www.kim-tyas.co.uk





home grown
This beautiful, handmade Osprey desk lamp features the work of two designer makers. The wrought iron and flared base are by the team at Nigel Tyas and the lampshade is with a choice of ceramic or porcelain shade made by Sarah Jones Morris. Nigel Tyas is based in Millhouse Green, near Sheffield, and is now run by brothers David and Gareth Lowe. Sarah Jones Morris has a degree in ceramics and, along with shades for Nigel Tyas, she also designs and creates handmade ceramic tea, matching low spoons, tea light holders and decorations. You can find these in her shop www.ospreydesigns.co.uk. The Osprey lamp costs £35, from www.nigeltyas.co.uk.

we love
Two paint company Graphenstone has launched its latest collection of paints, with a palette consisting of four key colour combinations created by Rusty Smith. Pictured are Danish pink and parchment on orange. www.graphenstone-occipaints.store

" We love"...

Livingetc



GRAPHENSTONE®



**" Fab colours and finishes that
give you wonder walls"...**



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REAL HOMES

ECO CHOICE

COLLAB ALERT

Complementary colours

If you love nothing more than bagging yourself a history-filled piece of vintage furniture, we've found the perfect paints to bring your whole look to life. Vintage furniture retailer Merchant & Found has joined forces with carbon absorbent eco paint company Graphenstone to produce 10 paint colours for walls – for the perfect backdrop to set off your second-hand goodies. We love this Old Lilac shade.

Graphenstone paints, £23.34 for 750mls, Merchant & Found

" The perfect paints to bring your whole look to life"...

RECLAIM



GRAPHENSTONE®



" Graphenstone paint is 100% natural, chemical free and contains graphene, a non-toxic, pure carbon"...



GRAPHENSTONE®

CHRISTIE'S

INTERNATIONAL REAL ESTATE



PAINT

TRUE COLORS

Graphenstone is the world's most certified eco-paint company. Its spring/summer palette was developed with color expert Betsy Smith who wanted to "embrace a free, post-pandemic mindset design to enhance wellbeing—sustainably." The four color combinations include warm blues Whisper and Duck Egg Blue—"the perfect alternative to white in the home or office"—and an earthy duo that pairs mustard-beige Dijon with the gray-lilac Grape, which is a very close relation to Pantone's color of 2022, Very Peri. [graphenstone.com](https://www.graphenstone.com)

" The world's most certified eco-paint company"...



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COLLABORATIONS



ROSE UNIAKE + GRAPHENSTONE



Launch of new interior designer paint range



R

- Exclusive range developed in collaboration with tastemaker and interior designer to the stars Rose Uniacke
- High profile media launch, Pimlico, London
- Editorials in design trade and consumer press (Architectural Digest, SBID, Remodelista, Financial Times, Enki etc)

MERCHANT & FOUND + GRAPHENSTONE



Launch of vintage colour curated paint range



- Exclusive colour range developed in conjunction with Merchant & Found, vintage furniture specialists
- Editorials in national, regional and consumer press (IHIL, Country & Townhouse, Reclaim, Hampshire Life, etc)

TIM GOSLING + GRAPHENSTONE



'Restoration Chateau' collection collaboration



- Currently working with Tim Gosling one of the UK's leading luxury interior designers on a special 'historical' focused collection set to launch April 2022

"Creating this historic colour range with Graphenstone has been a delightful journey. The opportunity to produce a paint collection using environmentally friendly, certified and healthy natural products is a dream come true." - Tim Gosling

ASHMOLEAN MUSEUM OXFORD + GRAPHENSTONE



Launching soon



- A unique collaboration between The University of Oxford's Museum of Archeology and Graphenstone

*"The knowledge of Nature is very necessary to human life and health."
- Elias Ashmole*

INFLUENCER ENGAGEMENT



GRAPHENSTONE®



MAD ABOUT THE HOUSE + GRAPHENSTONE



Influencer outreach programme



- Secured one of the UK's most influential interiors & design blogger/author Kate Watson Smyth to feature the brand and its sustainable credentials
- 274k+ Instagram followers

MICHELLE OGUNDEHIN + GRAPHENSTONE



Influencer outreach programme



- Currently working with interior design guru, personality and former editor of Elle Decoration Michelle Ogundehin on a special collection of colours set to launch in the 2nd half of 2022



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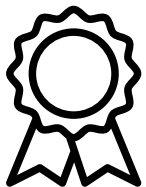
AWARDS



SUSTAINABLE AWARDS + GRAPHENSTONE



marie claire



Voted 'Best Eco Decorating Brand' 2021 - Home Category
"A trailblazer in the paint industry"...



GRAPHENSTONE®

TRADE SHOWS



GRAND DESIGNS LIVE + GRAPHENSTONE



GRAPHENSTONE®



KEVIN McCLOUD'S GREEN HEROES



**Graphenstone personally selected by Kevin Mc Cloud
as a 'Green Hero' / Grand Designs Live 2022**

NATIONAL PAINTING & DECORATING SHOW + GRAPHENSTONE



**Graphenstone presence at 2021
Painting & Decorating Show, Coventry**



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MEDIA BREAKDOWN

2022

Elle Decoration
The Times
Northern Ireland Homes Living & Interiors - New Photography
Living Etc - Best Eco Paint Brands
Homes & Gardens - Eco Paint Guide
Country and Townhouse Podcast - Tim Gosling
Yorkshire Post - We love Graphenstone
Reclaim Magazine - My Inspiration
Home Designer & Architect

2021

Hampshire Living - Merchant & Found
Raconteur - Role of Innovation
Style of Wight - Dan Syrett Collaboration
The Times - Goods for a Spherical Economy
The Times Online - Give your home a Berocca Boost
Amara Magazine - Trend Predictions
House Beautiful - Colour Trends
Telegraph - Colour Trends Betsy Smith
Architectural Digest - Rose Uniacke
Yahoo Style - Unexpected Living Room Colours
Telegraph AW Trends Betsy Smith
Michelle Ogundehin - Instagram
MSN - 4 Principles for building 100 year home
Enki - Rose Uniacke
Yahoo - Best Eco Friendly Paint
Decorex - ROOME London Social Media
The Times - How to Shop For Custom Colours

2021 Cont'd

SElle Decoration - Decoration Shoot
FT How to Spend It - Rose Uniacke
Telegraph Luxx - Rose Uniacke
Sunday Times Style - Rose Uniacke
Remodelista - Rose Uniacke
Real Homes - Merchant & Found
Reclaim Magazine - Merchant & Found
Woman and Home - Green made Easy
Professional Painter & Decorator - Create Your Own Clean Air Zone
DIY Week - Create Your Own Clean Air Zone
Times Property - Merchant & Found
Daily Mail - Princess Beatrice
FT How to Spend It - Rose Uniacke
Marie Claire - Sustainability Awards
The Times - Best Eco Paints to Buy Now
Country & Town House - Merchant & Found
Amara Blog Awards - Best Creative Skills
Michelle Ogundehin Instagram
The Times - Eco Paint Focus
Mad About The House - Graphenstone
Living Etc - Bathroom Paint Ultimate guide
Living Etc - Sustainable Living Expert Guide
Maria Tibblin Blog