

Brussels, 17 January 2022

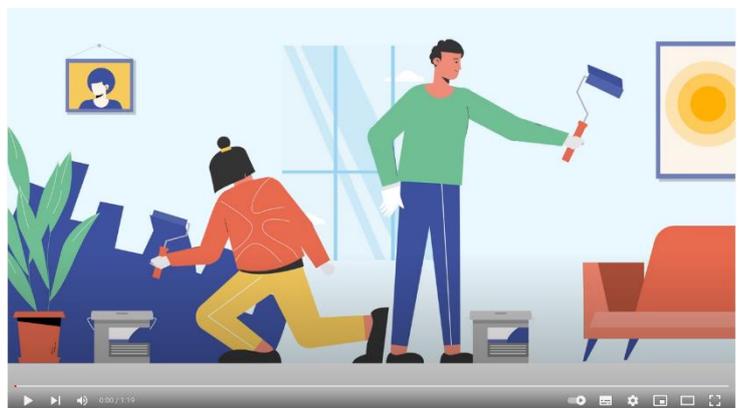
## Paint industry publishes video guidance for consumers on how to clean brushes or rollers in an environmentally friendly way

Today, the 17<sup>th</sup> of January, a video guidance was published to inform consumers on how to clean brushes or rollers after a paint job. The animation is an information effort to increase consumer awareness about environmentally friendly practices.

Christel Davidson, Managing Director of CEPE notes: *“Paint professionals are trained to apply paints most efficiently and ecologically responsible. Our video guidance shall extend knowledge to Do-It-Yourself consumers about best practices and support consumers in preventing unnecessary emissions to the environment. That includes the principle: Do not dispose of paint residues down the drain.”*

The paint industry advises on several ways of handling used paint brushes. In between paints jobs, it is recommended that brushes and rollers are wrapped airtight which will keep them usable for a few days. For use in the more distant future, paint brushes should be cleaned in a water bucket to prevent emissions down the drain. When no longer needed, dried paint brushes can be disposed of according to local legislation. For further information, please reach out to your [National Association](#).

The video guidance is an initiative of [VVVF](#), the Dutch Association for Paint and Ink Producers, in cooperation with CEPE. The video guidance can be found under the following [link](#).



**CEPE:** The European Council of the Paint, Printing Ink and Artists' Colours Industry represents the interests of Paint, Printing Ink, and Artists' Colours manufacturers in Europe. As the voice of the sector to the European Union, we discuss with all stakeholders to improve the framework conditions in Europe. We support policy making based on science that leads to a more competitive, healthier, and sustainable future.

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