

FOR IMMEDIATE RELEASE  
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## **Greenovate expands, adding Mythic non-toxic paint**

*Supplier becomes Columbus' first dealer of Mythic high-performance, zero-VOC paint*

Columbus, OH – On Saturday Greenovate™, Ohio's leading supplier of green building materials, announced its newest product line, Mythic® Paint, available to customers beginning October 1, 2009. Mythic—launched in 2007 as the world's first high-performance, zero-volatile organic compounds (VOC), non-toxic, and non-carcinogenic paint—joins Greenovate's already extensive collection of eco-friendly products, including flooring, countertops, and rain barrels.

This latest addition emerges from Greenovate's summer expansion, which added a renovated 1,000 square foot building to the company's Columbus offices and showroom. With the new space ready, Greenovate finalized its agreement with Mythic, becoming the paint company's first dealer in central Ohio.

Mythic is the result of over six years of intensive polymer research conducted by the University of Southern Mississippi. Available in a 1,232-color palette, Mythic can also be matched to any competitor's color using a proprietary toxin-free coloring system and MatchRite® Color Matching software. Greenovate will stock both interior and exterior paints, as well as primers.

Due to its non-toxic composition, Mythic is not required to carry a warning label. However, traditional paints must display warning labels to identify their toxic contents, such as VOCs and known carcinogens. The EPA has warned that during a typical paint application process, levels of VOCs may reach one thousand times that of outside air.

In 2008, HGTV star and host of *Color Splash* David Bromstad became Mythic's national spokesman. There are currently two David Bromstad color collections available from Mythic.

For more information, go to [mythicpaint.com](http://mythicpaint.com) or visit Greenovate's showroom at 9 East Second Avenue, open Tuesday-Saturday from 11:00-5:00 PM. Call (614) 298-7000 for customer service and sales.

### *About Greenovate*

During its nearly four years in business, Greenovate™ has built a reputation for delivering high-quality products that promote healthful indoor environments. Serving residential and commercial customers throughout Ohio, Greenovate emphasizes attentive service, tailoring experiences to each client's individual needs and concerns.

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