

**FOR IMMEDIATE RELEASE**

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***DecoArt Crafts a Better World with Launch of DecoEARTH, Industry's First Reclaimed and Recycled Acrylic Craft Paint***

(Lexington, KY) - Artists now have a sustainable choice when it comes to selecting their craft paint. DecoArt, a manufacturer of acrylic paints and specialty finishes headquartered in Lexington, Kentucky, is proud to introduce DecoEARTH, an all-purpose acrylic paint made with 70% recycled material.

DecoEARTH Reclaimed Acrylics are made from recycled house paint initially destined for landfills. According to the EPA\* 75,000,000 gallons of paint are wasted each year. Discarded paint is collected from centers across the United States. It is processed and sorted by like colors. The processed paint is sent to DecoArt's manufacturing plant in Stanford, Kentucky, where materials and tints bring the reclaimed paint to DecoArt's exacting quality and color specifications.

"The core of our company is the makers who use our products to create art and make the world a brighter, more beautiful place," said Tom Schaub, VP of Business Development. "We launched DecoEARTH to give our customers a product with low environmental impact while retaining the same high quality our makers expect of DecoArt. We are committed to 'crafting a better world' every day. Contributing to a sustainable future and preserving the environment is a significant part of that philosophy."

DecoEARTH comes in [27 beautiful colors](#) that are both mixable and blendable. The product has a matte finish that offers excellent, smooth coverage and adheres to various surfaces. The product is water-based and easy to clean. Every DecoEARTH bottle is also made with recycled plastic. DecoEARTH can be [purchased online](#) and soon in national retailers.

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Samples of [DecoEarth paint](#) are available upon request.

Interview Opportunities:

- Jonathan Kane, CEO
- Tom Schaub, VP of Business Development

\*EPA Paint Products Stewardship Initiative Evaluation, Nov. 2022

### **About DecoArt**

Since 1985, DecoArt has manufactured acrylic paints and specialty finishes for artists, crafters, and home decorators. The company is headquartered in central Kentucky and employs over 125 people. DecoArt's products are sold in over 65 countries worldwide and are labeled in 10 languages.

[www.decoearth.com](http://www.decoearth.com)

[shop.decoart.com](http://shop.decoart.com)

IG: @decoart