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ROMABIO®

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ROMABIO HANDMADE
**MASONRY
BRUSH**

Quick Application & Anti-Drip for No Mess

ROMABIO™

ROMABIO
LIMEWASH
INTERIOR/EXTERIOR SLAKED LIME PAINT
EASY, ONE COAT PROCESS

AVORIO
WHITE

Specifically Formulated to Create Instant Wash Off Effects
Ideal for Brick, Stone, and Fireplaces
No Additional Primer Needed
Removable in First 5 Days and Easy Touch Ups

1 QT (32 OZ.) 946 L VOC 3.9 g/l

About Us

Romabio manufactures fine interior and exterior mineral paints, limewash and masonry finishes. Launched in 2009 after years of careful research and collaboration with biologists, chemists and Italian paint professionals who still use 2,000-year-old techniques, Romabio makes elegantly luminous products that are long-lasting, nontoxic, sustainable and ecologically friendly.

The Most Beautiful Paint in History

The Romans have always been inventors and artists in paint manufacturing. They created Venetian plasters using lime from northern Italian mountains. The Italians have always respected the environment and continued this tradition of creating beautiful paint finishes that are also sustainable for our planet.

Romabio set out to achieve the same effect with our revolutionary paint technology. We only create beautiful, yet natural and sustainable paints that make your home elegant and unique, but are still toxin-free and durable, giving you a different kind of paint. Manufactured in Italy, we deliver paints that you can trust providing you with the look you want for your home.

Beautiful on the Inside and Out

Beauty doesn't have to have a negative impact. When people think of problems with paint, VOCs are what come to mind first. But VOCs are just the tip of the iceberg. There are many toxic, harmful chemicals in paint products that are dangerous, affecting health in adults and children and contaminating waterways.

More than 1.5 billion gallons of petrochemical-based paints are sold every year in the United States alone. Romabio does not only care about creating a safe, durable, quality product, we also consider the impact of what we create, distribute, and dispose. Romabio's philosophy is cradle to cradle, considerate of both the present and the future for all living things.

Romabio is one of the first paint manufacturers in the world to achieve Cradle to Cradle™ certification on 13 Interior and Exterior products.



Our Products

Classico® Limewash

Romabio Classico Limewash paint brings modern updates to a 2,500-year old historical slaked-lime process, giving you a charming Old World feel with a freshly painted look. This unique slaked-lime paint is designed to be an easy-to-use product that can be washed off within the first five days of application, allowing you to test and create the look you want. Manufactured in Italy, Classico Limewash is made from Dolomite-sourced lime from northern Italy and is slacked, aged like a fine wine, and then specially formulated to patina for an authentic, natural finish for the Interior or Exterior of your home. Designed for unpainted, absorbent brick or stone, it can be washed off for an antique effect or can be applied as a solid finish. Our Limewash is breathable and calcifies to unpainted masonry surfaces becoming like a rock, just as hard, yet still allowing moisture to evaporate, working naturally with the surface, and will not chip, peel or flake off. For a truly opaque and permanent, solid finish on brick or stone, Romabio has created a line of Masonry Paints in addition to Classico Limewash.

"I was recently asked by Southern Living Magazine in an interview, 'What is my favorite building product?' and my immediate response was Romabio products. They exemplify the very best in what I consider 'real' materials and provide an extra layer of depth in the array of materials that architects, and interior designers need to achieve lasting designs of depth and character. Romabio has forever changed the meaning of the word paint."

Peter Block, Architect in Atlanta, GA

Masonry Paints

Experts traditionally recommend that homeowners do not paint exterior brick, due to the moisture and longevity issues that acrylic and latex paints can create. Those paints may cause maintenance issues and often leave brick with a finish that looks sticky or shiny. Romabio, however, has created BioDomus I and BioDomus II, specially formulated mineral Masonry Paints, so you can paint the Exterior or Interior of your brick or masonry home with a breathable high-quality, long-lasting coating that doesn't seal the brick, but bonds with it, calcifying to it and becoming stronger over time. The beautiful, flat finish of the BioDomus I & II Masonry Paints are UV resistant, incredibly durable and will not peel, chip or flake off with a 20-year warranty.

The key difference between BioDomus I and BioDomus II is that BioDomus I has an extremely flat, smooth finish, but BioDomus II has a slight aggregate in it. Our customers can get the look they want with the same high quality, breathable coatings. BioDomus I is the more traditional flat finish, but BioDomus II will create a smoother finish on rough brick, but on smooth brick, it will create a slight texture. BioDomus II works great for smoothing rough concrete, cinder block or other rough masonry surfaces, as it will fill in and help the surface to appear softer and more uniform. It can also create a stucco-like finish with paint, used as a thick finish coat.

Romabio Masonry paints are changing the way our customers paint their brick and masonry homes, but we also are changing the way the world makes and uses all types of paint. Romabio also offers a line of environmentally sustainable products for almost all Interior/Exterior needs.

Interior/Exterior Mineral Paints

The Interior/Exterior Paints come in EggShell and Satin, and the Interior only paints come in SuperFlat and Matte. All of the paints are easy to apply, washable (except SuperFlat), long lasting, naturally odorless and toxin free. They are excellent family and pet-friendly products for busy households and ideal for pregnant women and those with allergies and asthma. The EggShell and Satin Paints can be used on trim and siding, in any color, as a great compliment to finishing the entire exterior of your brick or masonry home with our products.



Our Products

Natural Paints with Only the Best Ingredients

Romabio products are “bio-logical,” manufactured with intelligence and care. We begin with potassium silicate and clean, mineral-based technology and only manufacture exceptional paints with the best ingredients available. Most paint products are acrylic or latex and use petroleum-based ingredients as their primary binder. Our very name honors our commitment to the environment. Pronounced, Roma/Bio, we acknowledge our Italian roots.

Cradle to Cradle Certified

Romabio is one of the first paint manufacturers in the world to achieve Cradle to Cradle™ certification on 13 Interior and Exterior products. The Cradle to Cradle Products Standard is a multi-attribute, continuous improvement design methodology that evaluates products across five core categories of human and environmental health. The Cradle to Cradle Products Innovation Institute created this framework to inspire further ideas initiated by William McDonough and Dr. Michael Braungart’s manifesto, Cradle to Cradle: Remaking the Way We Make Things.

Cradle to Cradle is setting a new standard for green certifications. The design process is stringent, transparent and supervised by an independent third party. It is the most comprehensive certification in the building industry for sustainability and human and environmental health.

Indoor Air is Important Too

The U.S. Environmental Protection Agency ranks poor indoor air quality among the top five environmental risks to public health, estimating that indoor air is two to five times more polluted than outdoors. Yet current laws and regulations do not fully regulate the contaminants and chemicals in paint. The sole federal regulation is for outdoor VOC emissions, and even if a product is labeled “zero VOC,” it may still have VOCs in it because of the EPA’s broad definitions.

Romabio Interior/Exterior Mineral Paints & the Masonry Paints have passed the most stringent tests for indoor air quality in the industry. We back our claims of toxin-free, asthma-free, hypoallergenic, and negligible TVOC by using 3rd party verification and obtaining the most prestigious certifications and scientific reports with Cradle to Cradle certification and an HPD. Our paints do not contain added formaldehyde, PEG (polyethylene glycol), PG (propylene glycol), or APEOs (Alkylphenol Ethoxylates). That’s something other paint companies can’t say.



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Mineral Paints are Different

Colorful, Vibrant & Luminous

Romabio's paints high mineral content means more dynamic color refraction, with more vibrant palates and stunning reflections of depth and light. Natural earth oxide tints provide UV stability that delivers decades of endurance without color loss.

Odorless & Nontoxic

Romabio's odorless paints contain no solvents, are ultra-low TVOC and have no toxic emissions. Acrylic paints, however, contain a combination of solvents, petrochemicals, phthalates, biocides, VOC and TVOC.

Sustainable

Mineral paints use potassium silicate, a raw, natural material as a primary binder. Acrylic paints, on the other hand, are made up of resins that are manufactured by the petrochemical industry.

Mold Resistant

Romabio mineral paints have a micro-crystalline molecular structure that allows air and moisture to permeate through the surface, resulting in a healthy exchange of air and vapor that prevents mold growth. When applied to virgin surfaces, Romabio's mineral paints are up to 95 percent permeable.

Durable

The same micro-crystalline molecular structure that enhances breathability also creates a more durable coating than acrylic and latex paints. They have a high UV resistance and can endure without color loss. This means less frequent reapplication, saving material and labor costs and reducing the carbon footprint.

“ **W**e were thrilled to find such a safe and eco-friendly paint for the interior of our home! We had our own painters apply the paint and they raved about how easy it was to mix and the high quality result. Only one coat was necessary due to the color and the high-quality paint. I returned from work only hours after our entire downstairs was painted and there was NO paint smell. We have toddlers and pets and durability was a must for us! We have been so pleased at how easily we can clean (even scrub) our walls. The paint and the helpfulness of the employees exceeded our expectations. Highly recommend!

Elizabeth Hogan, Reviewer on Houzz.com

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FAQs

What is Romabio?

Romabio is a mineral based paint manufacturer that specializes in Limewash, Masonry Paints, and Interior/Exterior Mineral paints. Our paints are made from natural, high-quality ingredients and nontoxic.

How do you pronounce Romabio?

“Roma” is pronounced like a Roma tomato, reflecting our Italian roots. Bio is pronounced like “biology” to represent our unique formulas developed in partnership with biologists and chemists. Those two sounds combine Romabio’s ties to history and the years spent studying ancient paint making methods in Italy with our blend of modern biologic technology that makes the most beautiful paint in history.

What kind of paints & finishes does Romabio make?

Romabio manufactures multiple collections suitable for all types of indoor and outdoor needs. We make a wide range of interior and exterior paints, primers, plasters, and specialty coating products.

What does Romabio paint smell like?

Nothing! There are no harsh chemicals in Romabio paint, only natural minerals, so there is no “paint smell.” Romabio products are safe to breathe, with multiple third-party certifications authenticating non-toxicity.

Where can I buy Romabio paint?

Romabio products are available through local retailers or select products at Home Depot stores. Use our Store Locator on romabio.com to find a local retailer near you.

Are Romabio products good for Do-It-Yourself?

Our paints are DIY friendly but great for professional use. Our paints are similar to most traditional paints in the application, but because Romabio products are sold concentrated, they need to be diluted before use. This allows us to create a cleaner, less toxic paint product and reduces our carbon footprint by not having to ship water with the product.

What about the PRO, are there any advantages for them?

Romabio products have unique advantages for a PRO Paint Applicator. The Classico Limewash is a 1-coat system, and the Masonry Paints are a 2-coat system with no additional primer. All three of these products require you to dampen the brick or stone before you apply which is a huge time saver for the PRO. They can prep with a pressure washer and paint in the same day and with fewer coats to apply. The Interior/Exterior Mineral Paints are applied the same as traditional acrylic paints, but have superior coverage. All of Romabio’s products are toxin free. Therefore, PROs will not have ill-effects from the usage of our paints.

What makes Romabio more radiant than other paints?

Romabio’s mineral-based paints aren’t just natural, they’re naturally brilliant. The color and saturation are deep and true, with a lustrous effect that comes from the minerals in the formula.



@YoungHouseLove

Collaborating with Talented Artists, Designers, & PROs

Jeremiah Brzoska, Artist

President of Artistic Finishes and Romabio Aficionado

Jeremiah learned a deep appreciation for the arts growing up in Sarasota, Florida, a town devoted to art and culture, where he was the child of two world-class artists. Brzoska is an artist, chef, and black belt in Tae Kwon Do whose paintings are a mixture of naturalism and coastal tranquility. He works most often in organic plasters and natural pigments. He launched Artistic Finishes to set the bar for decorative finishes in north Florida.

Susan Daggert, DIY & Lifestyle Blogger

Owner of Kindred Vintage & Co.

Susan created Kindred Vintage & Co. in 2014 as a home décor and lifestyle blog to show her love of beautiful vintage finds, DIY projects, painted furniture, decorating, as well as, sharing products she adores while styling them in beautiful spaces. She used Classico Limewash on the exterior of her home in Illinois in 2017 and has been posting about it ever since. Follow her on Instagram @kindredvintage.

Mark Kirby, Architect

Owner of DixonKirby

For more than a quarter-century, DixonKirby has been designing and building The Welcome Home in communities throughout the Triangle in North Carolina. Mark Kirby is one of the owners of the niche design+build firm, and their strength is designing and building the home that fits and reflects exactly what their customer wants. Serious about good design – impassioned and dedicated, they have used Romabio paint products on many of their projects. Follow Mark on Instagram @markwkirby.

Lauren Shaver, Home Décor & DIY Blogger

Bless'er House Lifestyle & Home Blog

Lauren lives in North Carolina and has redone two of her homes. Originally a school teacher, and then a stay at home mom, Lauren always had a passion for writing, photography, design and the desire to help others. She created Bless'er House to share her ideas and inspire others. She first used Classico Limewash as a DIY project on her Interior fireplace and loved the product so much she later used it on the entire exterior of her home in 2017. Follow her on IG @blesserhouse.

Beth Webb, Designer

Owner of Beth Web Designs

Beth creates style sanctuaries – natural compositions that provide equal parts lasting well-being and transformative physical beauty. Known for incorporating classic proportions and iconic design details into uplifting light-filled spaces, Beth's design philosophy demonstrates how our five senses transport the instinctive process of design into the tangible. Beth has used all types of Romabio products over the past seven years for various projects. She has said that when she "walks in a room where we used Romabio on the walls, and it truly looks and feels divergently different from other projects using acrylic paint due to its light refracting qualities....the fact that it is a clean, natural, healthy product is just the icing on the cake."



@kindredvintage

Autumn
is a
second
spring
when
every
leaf
is a
flower





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@kindredvintage



@blesserhouse

Our Leadership

Christopher Lewis

Founder & Chief Technical Officer

Christopher spent two decades living in Italy, researching ancient building technologies and being part of the forefront of passive construction techniques and alternative energy building systems throughout Europe. He has more than 40 years of building experience as a pioneer in design techniques for architectural coverings. His vision and experience have earned him the Romabio nickname of our resident “mad scientist.”

Michael Aiken

Founder & Chief Operating Officer

Michael has worked in the commercial real estate, sales, and finance industries for the past 20 years. He has an entrepreneurial mindset and is always able to identify emerging technologies and industries. Most of all, he is driven by a passion to only involve himself in ventures that will help humanity move forward.

Patrizio Betti

Founder & Chief Manufacturing and Product Development Officer

Patrizio's family founded one of the first paint manufacturing facilities in Florence, Italy, more than 50 years ago. He is a chemist who specializes in historical coating technologies and advanced paint sciences. For the past 35 years, he has researched, developed and manufactured state of the art paints. He is an expert in building coating systems and a restoration technologies pioneer who was instrumental in developing the world's first completely zero-VOC paint formula for Romabio.

Leslie Aiken

Marketing Director

Leslie, an Atlanta native, earned her Bachelor of Arts degree from Trinity University in 1997, then went on to work at EarthLink and Delta Air Lines. She joined Romabio in 2014 and is married to COO Michael Aiken. Together, the two make a dynamic entrepreneurial team that believes in creating beautiful, healthy, sustainable products for customers and the world at large. She currently manages all things marketing, including brand management, design, customer acquisition, advertising, the website and customer experience—all while raising three children and keeping Michael in check!



Buzz



Flip or Flop Atlanta

Featured on the Season 2 Finale, Classico Limewash transformed a little brick ranch house. Ken and Anita of Red Barn Homes renovate and flip their way through Atlanta. As Anita says on her blog, "Was I the only one who loved the look of limewash on this house?"



Young House Love

John and Sherry of the Young House Love Has a Podcast painted their home in white using BioDomus I Masonry Paint. Sherry is a little bit excited and in her words, **"I'M SO FREAKING EXCITED ABOUT OUR PAINTED BRICK HOUSE THAT I LITERALLY CANNOT EVEN.** I am unable to even. And I'm a 36 year old suburban mom, so that's saying something."



Bargain Mansions

Featured in a recent episode of Bargain Mansions, Classico Limewash updates an 80s style home. It's filmed in Kansas City with stunning old homes, stellar renovations and Tamara Day.



South Magazine

Featured in South Magazine October-November 2018 issue with Artistic Finishes of North Florida showcasing their artistry and the use of Romabio products.



Classic Home Magazine

Featured in the Fall 2018 issue with the styled fall porch by Susan of Kindred Vintage and Classico Limewash in Bianco White as a new product that "Gives masonry an aged finish (think Italian villa)."



Southern Cottage Magazine

Featured in September 2018 issue with Lauren of Bless'er House's profile of her "charming farmhouse adobe." The front door photo captures the custom Classico Limewash finish by Reflections of Italy in Bianco White.



Brookhaven Magazine

Featured in September 2018 issue with Lauren of Bless'er House's profile of her "charming farmhouse adobe." The front door photo captures the custom Classico Limewash finish by Reflections of Italy in Bianco White.

