

# Prince's sustainable show homes

Products - Claypaint

Project - Ideal Home Show at Earls Court

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Three eco friendly show homes built by The Prince's Foundation for Building Community were a major attraction at the 2014 Ideal Home Shows in England and Scotland.



The three houses all formed part of the first ever "Prince's Crescent" and are now permanent homes on the Dumfries House estate, underlining the focus on sustainable development.

Built to the average UK new build square footage, the Cottage, the Family Home and the Baillie Scott Home took different approaches to demonstrating the flexibility of modern, eco friendly design.

All the properties can be built according to the Prince's Foundation's Natural House model that is 70% more energy efficient than current building regulations require. Unlike many eco homes, which rely on complex technology and systems to achieve their eco credentials, the Prince's Natural House model use a combination of the best traditional building methods and new techniques and technologies.

The choice of interior paint is a case in point. Earthborn Claypaint was chosen for all three homes as its advanced formulation achieves high performance as well as outstanding eco credentials.



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The paint was specified by stylist Annabel Bertie. A spokesperson for The Prince's Foundation said: "We are delighted that Earthborn has come on board to be our preferred paint partner in the Prince's Crescent. We believe that healthy homes are an important part of modern sustainable living, and high quality eco friendly paints form an essential part of that."

Claypaint is a unique clay based emulsion that covers exceptionally well, leaving you with a distinctive, ultra matt finish. The lack of oils and acrylics also makes it highly breathable. Claypaint is safer for the health of building occupants as well as the environment. Its eco credentials include the stringent EU Ecolabel<sup>1</sup>.

Earthborn Claypaint is available in 60 standard shades and matched in Eggshell. The shades used in the Prince's Houses included Straw, Mittens, Fat Rascal, Donkey Ride and Gregory's Den.

HRH The Prince of Wales appreciated the beautiful, eco efficient designs of the show homes during a visit to the Ideal Home Show at Earls Court.

For further information visit:  
[www.earthbornpaints.co.uk](http://www.earthbornpaints.co.uk)  
[www.princes-foundation.org](http://www.princes-foundation.org)  
[www.idealhomeshow.co.uk](http://www.idealhomeshow.co.uk)

<sup>1</sup> The Ecolabel is the European Union's stringent environmental standard which covers every aspect of a product's manufacture, use and disposal.



**Front page (top)** - Visitors queue to tour one of the Prince's Foundation homes.

**Front page (bottom)** - The Cottage kitchen walls feature Mittens Claypaint.

**This page (left)** - Bedroom walls painted in Nellie Claypaint achieve a restful effect in the Family Home.

**This page (bottom left)** - Wood panelling enhances the hallway in the Baillie Scott Home. The panelling is painted with Fat Rascal Claypaint.

**This page (below)** - The Cottage lounge features Mitten Claypaint on the walls and Posset Claypaint on the ceiling. (Photos courtesy: John Day Photography).



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