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## About Us

Founded in 2009 and headquartered in Atlanta, GA, Romabio has been on a mission to change the way the world makes paint.

From the beauty of Classico Limewash® to the durability and performance of our Masonry Paints, to authentic Italian Plasters, Romabio designs elegantly luminous products with beauty like no other, all while educating consumers on the benefits of choosing the correct product for the surface.

#### **ITALIAN ROOTS & INSPIRATION**

The Romans have always been inventors and artists in paint manufacturing and other industries. They created Venetian plasters using lime from the Dolomite Mountains in northern Italy, and their respect and love for the environment inspired a tradition of creating beautiful paint finishes that are also sustainable for our planet.

Romabio set out to achieve the same effect with our innovative technologies designing and crafting them in Italy. Inspired by these ancient traditions, we use this as inspiration to create beautiful, and sustainable products that make your home elegant and unique but durable and stand up to your daily life.

#### **BEAUTIFUL ON THE INSIDE & OUT**

Beauty doesn't have to have a negative impact. When people think of problems with traditional latex paints, VOCs are what come to mind first. But VOCs are just one piece of the puzzle.

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 cares about creating safe, durable, high-quality products, and we consciously consider the impact of all components of what we create, distribute, and dispose.

Our philosophy is to offer the highest quality products that will benefit people and the planet, and we aspire to treat our customers and our employees with the utmost respect.





## Our Products

### CLASSICO LIMEWASH®

Romabio Classico Limewash brings modern updates to a 2,500-year-old historical slaked-lime process, giving you artistic freedom to create charming Old World feel or Modern finish with a freshly painted look. This unique slaked-lime paint is designed to be an easy-to-use product that can be distressed within the first couple of days of application, allowing you to test and create the look you want.

Handcrafted in Italy, Classico Limewash is made from Dolomite-sourced lime from northern Italy and is slaked, 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 with as little or as much brick as you want to expose.

Authentic lime wash is breathable and calcifies 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.

## "I have nothing against natural brick. I think it's beautiful. But I am a sucker for that European limewashed brick."

Lauren Shaver, "Bless'er House" Blogger, Charlotte, NC







### 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 specially formulated mineral-based Masonry Paints, so you can paint the Interior or Exterior of your brick or other masonry 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.

Romabio Masonry Paints are available in two finishes, the beautiful, very flat finish Masonry Flat, and the flat finish with aggregate, Masonry Textured. Both are UV resistant, incredibly durable and will not peel, chip or flake off and come with a 20year warranty when applied as directed.

The key difference between Masonry Flat and Masonry Textured is Masonry Flat is a more traditional flat finish, while Masonry Textured is a lightly textured paint that will create a smoother finish on rough brick, and on smooth brick, it will create a slight texture. Masonry Textured 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.

For a thicker, more dramatic coating on brick Romabio also offers a premium, authentic slaked Lime Slurry.

## "Romabio has forever changed the meaning of the word paint."

Peter Block, Architect, Atlanta, GA



### LIME SLURRY

Lime Slurry is an authentic, Italian lime paint used for beautiful, textured finishes, ideal for unpainted and absorbent brick, stone, or masonry surfaces.

At first glance, the product looks dense – because it comes concentrated. But slight dilution with water (5-8% dilution) is enough to make the viscosity perfect for easeof-use, high coverage, and Romabio's distinguished flat, European finish. Our unique formulation allows Romabio Lime Slurry to harden like plaster but is easily applied like our other masonry paints.

Romabio also offers a beautiful mineral-based wash that creates subtle movement effects on the Interior.

"Working in a constantly changing environment I look for products that are both beautiful and durable. Lime Slurry's heavily textured consistency adds a sophisticated and romantic finish to brick, softening hard lines and filling in crevices like a plaster. It allows me to create both modern and timeless designs, and I appreciate the long open time which allows me to focus on my work and not be rushed."

Carly Berger, Owner of Hunted Home Paint



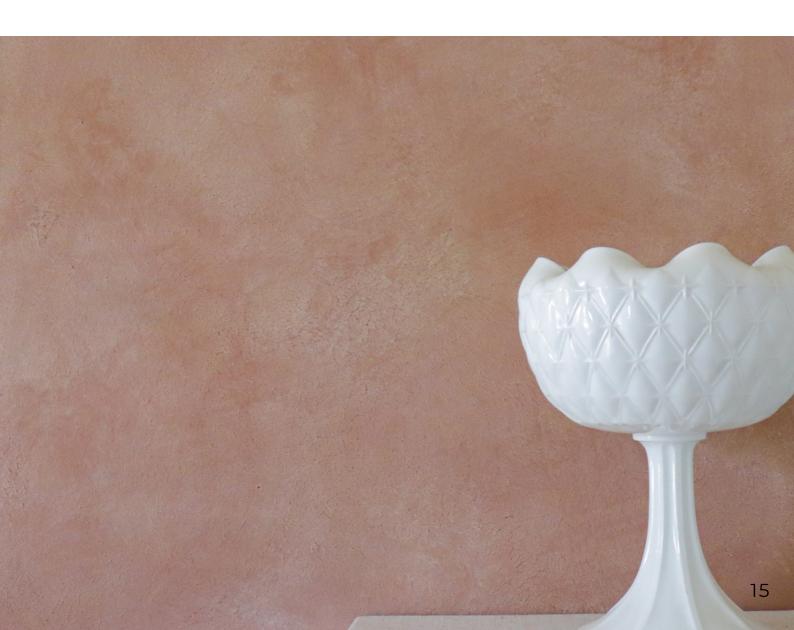


### **VELATURA MINERALWASH**

Romabio has been formulating mineral and lime-based paints for over ten years and realized that homeowners wanted more drama and complexity with their Interior paint.

Romabio offers authentic Italian Plasters giving the highest-end option for drama and movement. But for the everyday homeowner, Romabio created Velatura Mineralwash, an authentic mineral-based paint for subtle movement effects.

Decorative paints have been used in Italy and across Europe for centuries and can be achieved with several types of products, but Romabio wanted to create the best product for Interior drywall with the most drama and ease of use. Velatura Mineralwash is an authentic mineral-based paint that you do not have to maintain a perfect wet-edge and without the need for a primer, you can paint a room in one day.









### **MINERAL-BASED PAINTS & FINISHES**

Romabio Interior/Exterior Paints are naturally beautiful and allow for luminous colors. They remain 'active' for several years as living, breathing paints. The potassium silicates micro-crystallize onto your walls, continuously absorbing CO2, and cleaning the air in your home for years. Homeowners will be excited and delighted with the flatter, natural finishes, coverage, and sheens available with SuperFlat, Matte, Low Lustre, and Satin.

Because they are mineral-based 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.

Two of the sheens can also be applied to the Exterior, Low Lustre Interior/Exterior and Satin Interior/Exterior for siding and trim and allow for ease of matching colors to other Romabio Paints.



## LOW LUSTRE INTERIOR/ EXTERIOR

Romabio Low Lustre Interior/Exterior paint is a beautiful and highperforming mineral paint offering a luminous finish for inside your home or outside siding and trim.

Italian crafted with natural mineral ingredients for a non-toxic, healthy paint without sacrificing durability. A light, soft sheen creates gorgeous walls that refract light and have beauty like no other.

Recommended two coat application with a primer on painted drywall. Ideal for high-traffic areas like kitchens, living rooms, hallways, and bedrooms with exceptional hiding capacity and coverage.





## SATIN INTERIOR/ EXTERIOR

Satin Interior/Exterior is perfect for inside or outside trim, bathrooms, and kitchens. It has more sheen than our Low Lustre finish, soft like an English satin finish with low reflection for walls and trim.

On exterior wood trim, you need to use a primer coat of Romabio MicroGrip Primer and two coats are recommended.

Repaints are possible on existing acrylic painted surfaces.



## **ITALIAN PLASTERS**

**Romabio Plaster Systems** create high-end, beautiful plaster finishes that produce dramatic and artistic applications. Developed for the Professional applicator, Romabio Plasters are ideal for both Residential and Commercial projects.

With two different types of Italian Plasters, Romabio has a range of products to help you achieve an authentic, rustic countryside Italian villa look, a high-end Venetian finish or endless unique and modern artistic effects.

The first system, **Romabio Italian Slaked-Lime Plasters**, are made by our experts in Italy, with traditional methods to create beauty, elegance, and long-lasting durability. Authentic lime from the Italian Dolomite Mountains is cooked, slaked, and then aged for 9 to 12 months prior to being used in production, guaranteeing the proper curing and calcification to eliminate flashing, or cracking during application. Then, a modern proprietary formulation is utilized to create its exceptional ease of use designed for Professional applicators.

Romabio Italian Slaked-Lime Plasters are authentic, Italian-crafted and like all Romabio products are natural, healthy, and toxin-free. Traditional plasters have been used for centuries as one of the most beautiful Interior finishes and are naturally breathable, permeable, odorless, and mold resistant. Unlike acrylics or synthetic lime found in most commonly used plasters, Romabio Italian Slaked-Lime Plasters are sturdy, UV-resistant, and do not fade.

The second system, **Romabio Unico Plaster System**, is an all-in-one waterproof combination of products, perfect for kitchens, baths, and stairwells. It is extremely durable enabling Professional applicators to create progressive and artistic, marble-like effects on floors, walls, showers, and furniture with sanding - no burnishing needed! Unlike other plaster products, Romabio Unico Plaster System eliminates the need to use multiple brands for hard-to-find items and ultimately achieving far greater durability for the applicator.









# Product Design

#### NATURAL PAINTS WITH ONLY THE BEST INGREDIENTS

Romabio products are "bio-logical," manufactured with intelligence and care. While most paint products are acrylic or latex and use petroleum-based ingredients as their primary binder, we begin with potassium silicate and clean, mineral-based technology for our traditional mineral based paints and only manufacture exceptional paints and finishes with the best ingredients available.

Our very name honors our commitment to the environment, while acknowledging our Italian roots. It is pronounced *Roma/Bio*.

#### INNOVATIVE SOLUTIONS FOR A MODERN WORLD

Romabio products are designed and formulated in Italy addressing traditional paint industry challenges with innovative products giving consumers solutions not found elsewhere. Classico Limewash formulation is one of kind as it is the first authentic limewash paint that you can distress easily, but still provides durability and performance. Romabio does not sacrifice authentic ingredients when creating products for the North American marketplace. Paint must be high-performing and make homes beautiful while lasting over time.

We all want materials in our homes that are sustainable and not poorly designed, so we need to replace them every year. Romabio creates quality products using the finest ingredients, keeping the ease of process in mind along with durability, beauty, and air quality.

#### 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 can be two to five times more polluted than the 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 only. Even if a product is labeled "Zero VOC," it may still have VOCs in it because of the EPA's broad definitions.

Romabio Paints are all eco-friendly, tested for toxins, and safe for pets, people, and the planet. Historically, lime washes have always been environmentally better than traditional paints and easier to dispose of.



## Mineral Paints are Different

#### **COLORFUL, VIBRANT & LUMINOUS**

Romabio Lime and Mineral based paints have high mineral content which means they have 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 & HYPOALLERGENIC**

Romabio paints are hypoallergenic and healthy, contain no solvents, are ultralow TVOC and have no toxic emissions. They are odorless and environmentally friendly.

#### 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 LIme and Mineral paints have a microcrystalline 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 Lime and 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.





## Frequently Asked Questions

#### WHAT KIND OF PAINTS & FINISHES DOES ROMABIO MAKE?

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

#### 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 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 making them perfect for Interior projects.

#### WHERE CAN I BUY ROMABIO PAINT?

Romabio products are available at participating independent paint retailers across the country. Some retailers such as Rings End offer e-commerce services featuring Romabio products and custom tinting. Our products can also be purchased online on our Amazon store, and Classico Limewash can also be purchased through Lowes.com and HomeDepot.com. Our online store locator **www.romabio.com/find-us** can help you find a retailer near you.

# Frequently Asked Questions

#### ARE ROMABIO PRODUCTS DIY FRIENDLY?

Most Romabio products are designed to be DIY friendly, formulated for ease-ofuse for homeowners and PRO applicators. In fact, achieving an authentic, antique limewashed look with Classico Limewash, is an easy 3-Step process, and Velatura Mineralwash is an easy 2-Step process. Our paints are similar to most traditional paints in the application, but depending on the product, you may need to dilute them before use (instructions on the back label). 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.

#### ARE THERE ADVANTAGES FOR PRO APPLICATORS TO USE ROMABIO?

Romabio products have unique advantages for a PRO Applicator. Here are just a few: Classico Limewash is a 1-coat system, and the Masonry Paints are a 2-coat system, with neither needing an additional primer for absorbent unsealed and unpainted masonry surfaces saving time for prep and application for the PRO. Lime Slurry is a unique dramatic finish for brick that is considered a specialty application while being easy to apply with a long open time because it's made with authentic slaked-lime. Velatura Mineralwash is applied with no primer, and you can have multiple applicators working the same wall with one product in 2-easy coats. Romabio also offers a referral program for experienced PROs with the Romabio Preferred PRO Program. To learn more, visit www.romabio.com/pros

#### 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.

> A complete list of Romabio FAQs are available on our website www.romabio.com/faqs



## Collaborations with Talented Bloggers & DIY Designers

LAUREN & ROBERT SHAVER, ROMABIO BRAND AMBASSADORS

Home Décor & DIY Design Bloggers of the Bless'er House Brand

Lauren along with her husband and DIY partner, Robert, has been a Romabio Brand Ambassador for several years. In fact, she was one of the first bloggers to ever work with Romabio Classico Limewash. Her Carolina brick exterior was professionally lime washed over 5 years ago. She and Robert DIY lime washed her two brick fireplaces around the same time. Both have been featured in magazines including Better Homes & Gardens. In 2021 we collaborated with Lauren on a curated color collection which prompted the creation of 7 timeless hues that are as versatile as they are beautiful. You can view them on the Collections page of our website. Lauren and Rob have continuously updated their beautiful Carolina home together, using Romabio products throughout. They are now designing and helping refresh other homes, using Romabio paints in their curated colors, in a thoughtful and inspiring way.

Follow them on social media @blesserhouse

#### HOLLY & BRAD LAURITZEN

Home Décor & DIY Bloggers Our Faux Farmhouse Instagram Blog

Holly, Brad, and their five kids came into the DIY design world with their first home in Austin, Texas, which they slowly turned into a modern 'faux farmhouse,' one DIY project at a time. Experts in working with Classico Limewash, they used their favorite color (Avorio White) on both their fireplace and the exterior of their home. In addition to documenting their DIY and home decor adventures, Holly has also blogged for The Home Depot. You can find her detailed blog about Romabio Classico Limewash, there.

#### Follow them at @ourfauxfarmhouse





#### **EGYPT SHERROD & MIKE JACKSON**

HGTV Designers on Married to Real Estate

Egypt and Mike have been featured on several HGTV shows, starting with their show, *Married to Real Estate*. We had the pleasure of collaborating with Egypt during their participation in HGTV's Season 3 of **Rock the Block**.

Egypt's love for Classico Limewash was woven throughout their home's design, from the kitchen stone walls and brick fireplace in the living room, to the entire brick exterior, placing them as the winning designers for Season 3.

We love working with Egypt because she is incredibly creative, grounded, has an appreciation for the beauty of Romabio products and their gentleness on the environment. Stay tuned for more projects to come with Egypt and Mike. *Follow them at @egyptsherrod @marriedtorealestate* 



#### PHILIP BRADSHAW

Engineering Professor, and DIY Design Blogger of the popular 'Philip or Flop' Blog

Philip almost broke the internet with his sister's North Carolina brick cottage makeover featuring Romabio Classico Limewash in Avorio White.

His careful planning and thoughtful documentation of every DIY process is why his followers love his work. His attention to detail and ability to relay easy-to-follow instruction paired with his light hearted spirit make working with Philip so much fun. Known for his unique style of filming, his video tutorials have millions of views. *Follow him on social media @philip\_or\_flop* 

## **ANGELA ROSE**

DIY Home Renovation & Home Décor Designer of 'Angela Rose Home'

Angela inspired a new generation of DIY home renovation enthusiasts with her interior lime washed walls. She showed how transformational Classico Limewash could be in an interior space, using it to brighten a living room wall, then custom designing her new kitchen around lime washed brick walls and backsplashes.

Her design concepts are bold, modern and aspirational. She loves trying new-tomarket products and often helps her audience find motivation to tackle more involved projects.

Follow her at @angelarosehome

#### JENNIFER & TRENT FANCHER, ROMABIO BRAND AMBASSADORS

DIY Home Renovation Gurus from the 'Noting Grace' Blog and Podcast

For years we've been collaborating with the Fanchers, testing new products and techniques. Their beautiful homes which have spanned two states have showcased many Romabio products. Recently we've collaborated on various artistic techniques with Velatura Mineralwash and other new products. *Follow them at @notinggrace* 







## Romabio Preferred PROs

### SIMON STREAK OF STRUTTURA

Simon, and his partner Desiree Harper's work with Romabio products has been featured in countless design magazines and books over the last decade. The Struttura team is famous for their work with Romabio Italian slaked-lime plasters and artistically designed 'aged' facades with Romabio Classico Limewash. Based out of Atlanta, GA the Struttura team will travel for the right client.

#### Follow them on social media @struttura.us

#### JEREMIAH BRZOSKA OF ARTISTIC FINISHES

A professional artist and veteran Limewash and Italian Plaster applicator, Jeremiah is a highly sought after Romabio Preferred PRO. Based out of Jacksonville, FL, he and the Artistic Finishes team travel the country transforming homes - one brick and plaster wall at a time. His luxury, bespoke furniture line, *Patina Brutal*, features Romabio's Unico Plaster products.

Follow them on social media @artistic\_finishes

### CARLY BERGER OF HUNTED HOME PAINT

One of the first women to earn the title of Romabio Preferred PRO, Carly has captured a national audience with her impeccable applications of Romabio Classico Limewash. An artist at heart, her specialty is transforming outdated stone into architectural features. A hard-working mom of three, she is based out of St. Louis, MO, and will travel within reason for the right Romabio customer. **Follow them on social media @huntedhomepaint** 

#### EVER HIGHLAND OF HIGHLAND PAINTING

Based out of Dallas, TX, Ever Highland's team of Romabio Preferred PRO applicators are artists and trendsetters, leading the modern farmhouse movement with Romabio masonry paints tinted to various whites and complimented by dark trim. The Highland Painting team specializes in color shifting exterior stone with both Classico Limewash and Venetian Glaze.

Follow them on social media @highlandpaintingdfw

#### DOUGLAS ARDON OF DA PAINT SERVICE

A longtime decorative finishes artist out of Houston, TX, Douglas Ardon has become one of the most celebrated Interior limewash applicators in the coutry. A top Romabio Preferred PRO skilled in applying all of our Masonry Paints, Douglas has created a frenzy in Houston over his Interior Limewash color selection and application technique. He runs DA Paint Service with his wife Ivana Ardon, who documents their incredible projects in a design blog on their website.

Follow them on social media @dapaintservice





# Our Leadership

## MICHAEL AIKEN, PRESIDENT & OWNER

Michael co-founded Romabio more than 10 years ago and is one of the owners of the company. He has been dedicated to Romabio's mission from the beginning to develop beautiful, durable, and environmentally friendly paints, and along with his entrepreneurial mindset, put him on a path to change the paint industry. He worked in tandem with his wife, Leslie Aiken, on a strategy that brought to market Romabio Classico Limewash, and continues to focus on developing innovative, new products that will raise the standard for quality in the paint industry. Most of all, he is driven by a passion to involve himself in ventures that will help humanity move forward and better the world.

## LESLIE AIKEN, DIRECTOR OF MARKETING & OWNER

Leslie, an Atlanta native married to co-founder Michael Aiken, has a background in marketing, communications, and advertising and worked at EarthLink and Delta Air Lines. She joined Romabio in 2014 because she was passionate about creating a conscious company that could change an industry. Together with Michael, the two make a dynamic entrepreneurial team that believes you can have beautiful, healthy, sustainable products that are good for customers and the world at large. She is responsible for brand and marketing strategies –all while raising three children.

## MATT HOCUTT, GENERAL MANAGER, NORTH AMERICA

Matt came to Romabio with over 20 years' experience in the building and construction industry and is highly respected in those circles. His knowledge and experience as a startup company executive has helped put Romabio on a path towards success. He is responsible for enhancing the company's presence among brick manufacturers, independent retailers, expanding Romabio's strategic partnerships, and increasing PRO applicator training. His thoughtful leadership has positioned Romabio for growth.

## PATTY GUERRERO KNIGHT, DIGITAL MARKETING & PR

Patty joined Romabio in late 2017, focused on social media management and engagement. She helped grow the Instagram account and other social channels with a targeted influencer strategy, spearheading public relations, and helped lead digital communications. She has a background in journalism, and almost 20 years' experience in bilingual digital marketing, branding and PR.





## As Seen On TV

#### HGTV'S ROCK THE BLOCK SEASON 3 WITH EGYPT SHERROD

HGTV's *Married To Real Estate's* Egypt Sherrod and husband Mike Jackson, took home the top prize on Season 3 of Rock The Block. They applied Romabio Classico Limewash in Avorio White on the home's brick exterior, and also used it to transform the stone walls in the kitchen and brick fireplace.

### HGTV'S LIL JON WANTS TO DO WHAT? SEASON 1

Rapper Lil Jon partnered with Atlanta-based popular Interior Designer, Anitra Mecadon on the popular HGTV show, *Lil Jon Wants To Do What?* showcasing Lil Jon's unconventional and artistic pension for color and flare. Season 1 featured a brick wall and fireplace makeover with Romabio Classico Limewash in Avorio White. Season 2 featured multiple Romabio products in two different episodes, including Velatura Mineralwash, Italian Plaster, Masonry Flat, Lime Slurry, and Travertino.

## NETFLIX'S DREAM HOME MAKEOVER WITH STUDIO MCGEE

Shea and Syd McGee of Studio McGee are on Season 3 of their smash hit Netflix show, Dream Home Makeover. Throughout each season but particularly during Season 1, Shea McGee walks the audience through her process for designing their dream house, which features Romabio Masonry Flat on their exterior brick in a custom color. We worked with Killowen Construction, also featured on the show, to bring her exterior brick dreams to life.

#### HGTV'S HOMETOWN SEASON 4 WITH ERIN AND BEN NAPIER

With an episode title like "From the Big Apple to the Little Catfish", you know it's a good one! Erin's vision to transform a basic brick colonial into an inviting modern farmhouse with tons of curb appeal using Romabio Classico Limewash on the exterior, remains a fan favorite.

#### **PRESS INQUIRIES & CREATIVE COLLABORATIONS**

Contact Patricia Knight by email at p.knight@romabio.com

For a complete list of collaborations visit our Latest Buzz page at: **www.romabio.com/latest-buzz** 

## GET INSPIRED @ROMABIOPAINTS



