

Farrow & Ball Modern Emulsion

The eco-friendly paint tough enough to meet the needs of life at home



Purbeck Stone No.275 Modern Emulsion and String No.8 Modern Eggshell



Inchyra Blue No.289 Estate Emulsion, Stiffkey Blue No.281 Modern Eggshell and Ammonite No.274 Modern Emulsion



Peignoir No.286 Modern Emulsion and Railings No.31 Modern Eggshell



Stone Blue No.86 Modern Emulsion and Modern Eggshell

Many of us are feeling more strongly than ever the need to ensure that our homes, and the people we share them with, are as safe and comfortable as possible. A brand that has long made it their mission to make our homes more beautiful has stepped up to the challenge too. Eco-friendly paint manufacturer Farrow & Ball presents its family-friendly Modern Emulsion finish, ideally suited to the demands of life at home.

As we adapt to the idea of spending more time indoors, we are looking for calming, beautiful spaces we love to spend time in. That's where Modern Emulsion steps in.

The team of artisanal craftsmen and dedicated chemists at the brand's Dorset factory have created a finish that combines beauty and durability to meet the needs of busy modern homes, while staying true to the eco-friendly ethos that underpins the 100% water based Farrow & Ball range. Here's what makes Modern Emulsion a win for every home:

It's easy to clean: many of us are being more thorough when it comes to cleaning our surfaces, and understandably so. Modern Emulsion is easy to clean thanks to its high-performance binder and generous quantities of pigment. The tightly woven structure of these ingredients, as well as the hydrophobic properties of the binder, give a smooth surface that allows spills and splashes to be wiped off easily. They also make the paint film strong enough to stand up to scrubbing – because no-one wants to see their perfectly applied paint come off on the cloth.

It's super tough: when a paint is created without much binder, it's left full of air, resulting in a surface that's easily damaged. Farrow & Ball packs its paints with high-quality minerals and greater volumes of ultra-tough binder, making it more solid, and thus resistant to knocks, scuffs and scrapes. This makes it perfect for hallways, kids' rooms, and other high-activity spaces in the home, and keeps the paintwork looking fresh for longer.

It's suitable for kitchens and bathrooms: the inclusion of a preservative means that Modern Emulsion is a great choice for every room in the house, even moisture-prone rooms.

It's easy to apply: an evenly balanced paint mixture means that Modern Emulsion goes on effortlessly for beautifully smooth colour and finish. That means you can start getting it on your walls with less risk of brush marks and patchiness, and more of that trademark depth of colour.

It's child-safe and eco-friendly: since going entirely water based in 2010, Farrow & Ball has led the way in crafting eco-friendly paints. Classified as Low VOC and rated A+ for indoor air quality, Modern Emulsion minimizes the impact of your painting project on both your home and the people who live there. The entire Modern and Estate interior paint ranges are also certified child and baby safe, so you can bring colour to nursery walls, cots, and even toys without worry.

*Modern Emulsion is available from farrow-ball.com, Farrow & Ball showrooms and local stockists.
For full product details please see farrow-ball.com/modern-emulsion/claims.*

Notes to editors:

Based in Dorset, England, since 1946, Farrow & Ball is dedicated to creating eco-friendly paint and wallpaper using only the finest ingredients and richest pigments. The result is a directional palette of paint colours with an extraordinary response to light and artisanal wallpapers with a tactile finish, uniquely achieved by printing paint on paper. Together, they transform homes of all kinds, inside and out, all over the world.

From the signature chalky matt of Estate Emulsion to the durability of washable Modern Emulsion, each high-performance finish is crafted with a blend of up to five pigments and an eco-friendly water base, creating an extraordinary depth of colour, a beautiful finish, and a product that's safer for your world and all who share it.

Between its eco-friendly formulas, recyclable materials, responsibly sourced ingredients, and sustainable business practices, Farrow & Ball is committed to reducing its impact on the earth without compromising on quality.

The Farrow & Ball Modern and Estate paint ranges have been independently tested and approved to comply with the Canada Cribs, Cradles and Bassinets Regulations. All Farrow & Ball paints are categorised as Low VOC, and score A+ for the French Indoor Air Quality Decree N° 2011-321 – Arrêté April 2011.

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USA Showrooms: New York, NY; Paramus, NJ; Los Angeles, CA; Orange County, CA; Berkeley, CA; Pasadena, CA; Greenwich, CT; Washington, DC; Chicago, IL; Boston, MA; Santa Monica, CA; Brooklyn, NY