
At ecoresinas we understand that acquiring the commitment that sustainability represents cannot be an option or another path within our team, but rather an obligation as agents of change committed to the destiny of our planet and people.

CURRENT SCENARIO

The construction sector faces great challenges. It currently represents 39% of the carbon dioxide (CO₂) emitted into the atmosphere, while generating 30% of solid waste and 20% of water pollution.

The current coatings market has a very broad future in terms of research aimed at sustainability, and is in the process of exploration.

As in other sectors of the industry, we have not yet managed as a society to develop substitutes that meet current demand and that are in total balance with the environment.

Not only should these substitutes meet current production, but they should also be able to assume certain levels of quality, resistance and other comfort needs that we have acquired and that we demand when choosing a coating for our home.

As humanity we are going through a moment where the environmental balance and our way of life have reached a level of stress that is difficult to bear and that requires our immediate action, something that adds to our current lifestyle where we have developed the need to obtain everything we want quickly and without friction, in a way that is contradictory to the natural processes of creating change.

In this sense, we are also experiencing a moment of imbalance, because we cannot expect to plant a tree and have it leafy and ready to provide shade tomorrow. Just as we must respect nature's times to favor change, we must also understand that we are part of this nature and that the necessary changes require a process and time, time that is scarce and increasingly finite.

DECLARATION OF PRINCIPLES

However, we cannot succumb to the apocalyptic idea of self-destruction and remain contemplating the scene as spectators of our own destiny.

Nature shows us every day with the dawn that organically we always have an opportunity for change.

If there is something good that progress has brought us, it is the obtaining of certain tools, as well as technology that has made us evolve to the point of compromising balance, but that can also lead us more quickly on the right path to establish a balance between our existence. and our planet's ability to sustain it.

For this reason, while the common effort to research sustainable products is carried out, our commitment as humanity must be to observe our behavior as consumers and reduce the impact in everything within our reach, also including social actions that inspire others. to take action.

Aware of this reality, at ecoresinas we have taken the initiative.

We address this challenge in three essential pillars; self-responsible consumption, development of low-impact products, and promotion of economic progress based on aid.

Three pillars that are purposes and not objectives.

SELF-RESPONSIBLE CONSUMPTION

Aware of the impact generated by an economic activity, we base our purchases on inputs, consumables and raw materials that represent a low environmental impact. In the same way, we focus our internal communication strategy and towards our clients and suppliers by promoting and using technology to minimize the need for physical support such as catalogs and printed material.

LOW IMPACT PRODUCTS

We understand sustainable productive balance as the action that defines not only the use of raw materials that are transformed into a low-impact product in balance with the performance of current demand, but also weaving collaborative alliances with suppliers that intervene in the production process with the objective of reusing facilities and recycling resources to achieve a collaborative and more sustainable production chain.

AID AS AN ECONOMIC MODEL

We promote programs to help the development of the most needy people in our sector, from the inclusion of disadvantaged people in the labor market, developing their knowledge and promoting a professional path, to the creation of educational programs for our installer clients that provide them with technical knowledge. and business for the progress of your professional life.

In this way, we intend to address and inspire a change that is nothing more than a beginning sustained by responsibility, commitment and enthusiasm.

Consciously,



Ecoresinas SLNE
Max Ubach
Director - Founder