

New store carries non-toxic paints

by Jenny Cox
Press Staff

Want freshly painted walls without that dreadful new paint smell?

Mythic Paint, the new painting supply store on Catoonah Street, stocks only “zero toxic” paint, which has no carcinogens and no volatile organic compounds — and very little smell.

“It’s safe, it’s very low odor, and you can paint in the morning and reoccupy in the afternoon,” said store manager Fred Fields. “Everybody’s going green, but Mythic is in a separate category — it’s a true non-toxin and leaves no toxins in the house.”

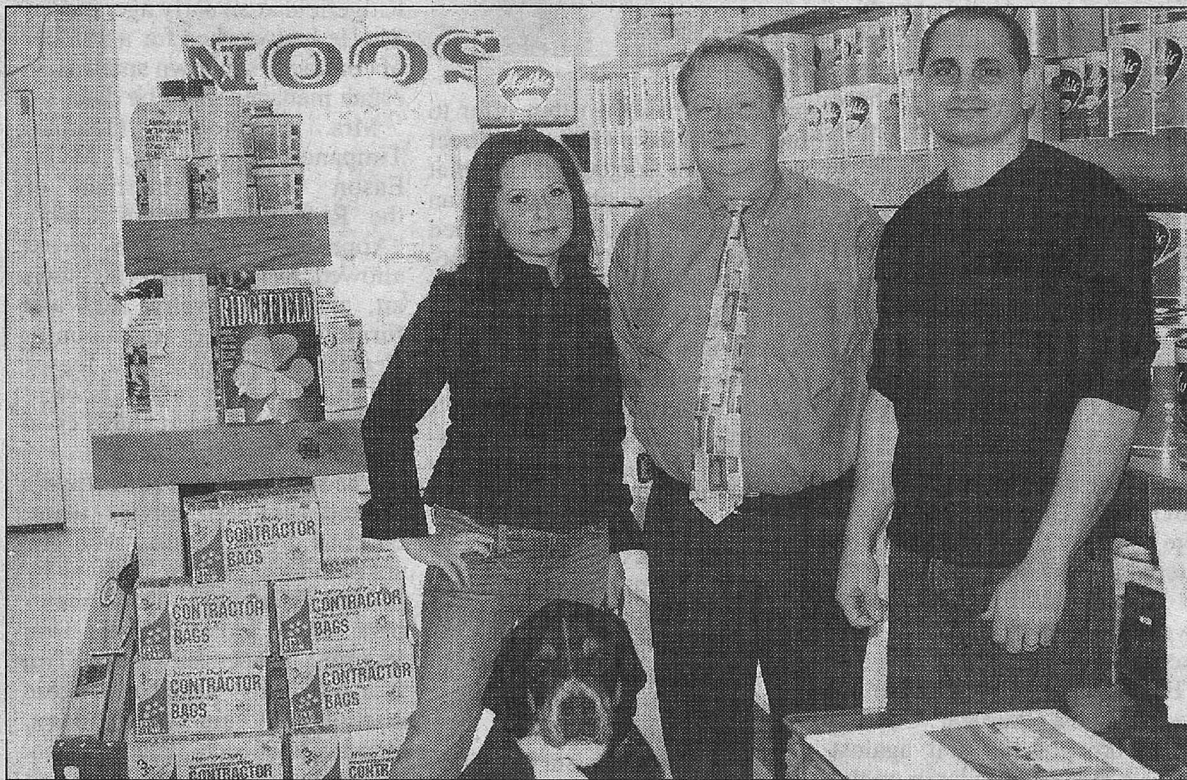
He said other “green” paint brands promise “low toxins,” but Mythic Paint is actually “no toxin.” The paint was developed at the University of Southern Mississippi after the 9/11 attack on the Pentagon, because Pentagon officials wanted a paint that would not be hazardous to their employees even if they were working while the walls were painted, he said.

High performance

Mr. Fields said professional painters prefer Mythic paint because it is “high performance” and safe. Traditional paint brands “leach” toxins into the air for as long as two years after walls are painted, he said.

Mythic Paint is ideal for painting children’s rooms, he said. And it is safe enough to allow pregnant women to paint their houses or the nursery without fear, he said.

The store carries both interior and exterior paint.



Mythic Paint on Catoonah Street is a family business. Owner Bob Torre’s wife Renee, left, helps out in both Ridgefield and at a sister Mythic Paint store in Bedford Hills, regional sales are managed by Fred Fields (center) and John Torre, right, Bob Torre’s cousin, runs the day-to-day business on Catoonah Street. The Torres even bring their dog to work sometimes.

‘Legendary performance’

Mythic Paint derived its name from its “legendary performance,” said Renee Torre. Ms. Torre’s husband, Bob Torre, owns the Ridgefield store as well as two other Mythic Paint stores in Yonkers and Bedford Hills, N.Y.

Mr. Torre plans to open Mythic Paint store branches in Stamford, Westport, Mahopac and Chappaqua soon, he said.

Mr. Torre said he discovered Mythic Paint while working on a client’s home in Westchester

last year. He has been a general contractor for 25 years, but had never encountered a client who wished to supply the paint for a job. However, his Westchester client was the co-founder of Mythic Paint, and he asked to use his own product.

Mr. Torre said he became an instant convert.

Toxins

“Our customers include individuals who are concerned about the threat of toxins from traditional paint, as well as contractors who are looking for a high

quality product for their clients,” he said.

“There’s very little odor,” Mr. Fields stressed. “And the price point is lower and the performance better than ‘green’ paints from other companies.”

Even the ‘tinted’ paints are non-toxic, Mr. Fields said.

More information about Mythic paint is available at www.mythicpaint.com.

The Catoonah Street store is open Monday through Friday from 8 to 5 and Saturdays from 8 to 4.