

Cost & Coverage Comparison Chart

Why Homestead House is the best choice everytime!

Paint Brand & Type	Cost/Gallon	Sq. Ft. Coverage per Gallon	Cost per Sq. Ft.	Washability
Comparable Economy Lines				
Benjamin Moore: Natura	\$55.00	400 sq. ft.	\$0.14	Gentle
<i>Homestead House: Professional Line</i>	<i>\$55.00</i>	<i>570 sq. ft.</i>	<i>\$0.09</i>	<i>Gentle</i>
Comparable Designer Lines				
Benjamin Moore: Aura Low VOC	\$69.99	375 sq. ft.	\$0.18	Washable
<i>Homestead House Designer Line Zero VOC</i>	<i>\$64.99</i>	<i>550sq. ft.</i>	<i>\$0.12</i>	<i>Washable & Scrubbable</i>
Homestead House Milk Paint- <i>All Natural no chemicals or plastics.</i>	<i>\$74.00- 2 Lbs (1 Gallon)</i> <i>\$139.99-5Lbs (2.5 Gallons)</i>	<i>450sq. ft.</i> <i>1300 sq. ft.</i>	<i>\$0.16</i> <i>\$0.11</i>	<i>Not Washable Apply Hemp Oil or Beeswax for washability</i>
Other Comparable Paints				
Farrow & Ball- Chalk Flat finish	\$85.00	600 sq.ft.	\$0.14	Not Washable
Yolo	\$65.00	400 sq.ft.	\$0.16	Gentle
Safe Coat	\$55.00	350 sq.ft.	\$0.16	Gentle

*Square foot coverage is based on the specified technical data sheets available on the company's websites. Pricing is based on Toronto stores. March 31, 2010.