

PREMIUM WALL PAINT - MATT

This Technical Data Sheet (TDS) provides professional instructions for applying DELUXE COATINGS PREMIUM MATT WALL PAINT. By integrating system-based preparation with expert application techniques, you will ensure an optimal finish, color depth, and long-term durability.

1. PRODUCT FEATURES & INTENDED USE

Product Overview

Deluxe Interior / Exterior Wall Paint is a premium 100% acrylic waterborne architectural coating engineered for maximum durability, weather protection, scrub resistance, and long-term color retention across diverse interior and exterior substrates.

Key Product Features

- Dual-Surface Versatility:** Formulated with an advanced 100% acrylic resin binder engineered for seamless performance across both indoor living spaces and exterior facades.
- All-Weather & UV Defense:** Packed with lightfast pigments and UV stabilizers to prevent chalking, peeling, and color loss under direct sunlight and harsh atmospheric exposure.
- Scrub & Stain Resistance:** Produces a durable, washable film that withstands scuffs, grease, and household stains without burnishing.
- Mildew & Moisture Barrier:** Active anti-fungal and anti-microbial additives inhibit mold, algae, and fungal growth in high-humidity or wet environments.
- Low VOC & Low Odor:** Complies with modern environmental standards for indoor air quality, enabling rapid re-occupancy during painting projects.
- Flexible Film Technology:** Expands and contracts with substrate movement caused by thermal changes to resist hairline surface cracking.

Intended Use & Applications

- Recommended Substrates:** Formulated for application on properly primed masonry, concrete, cement plaster, drywall/ gypsum board, brickwork, fiber cement, and sound timber.
- Interior Applications:** High-traffic and moisture-prone interior zones including kitchens, bathrooms, hallways, living areas, classrooms, and commercial spaces.
- Exterior Applications:** Architectural building walls, exterior pillars, boundary walls, balconies, fascias, and soffits.
- Project Scope:** Suitable for both initial coating on new construction and high-performance maintenance recoating over sound existing systems.
- Application Flexibility:** Formulated for effortless application via standard bristle brush, microfiber roller, or airless spray equipment.

2. TECHNICAL SPECIFICATIONS & PHYSICAL PROPERTIES

Parameter	Specification Standard	Technical Values / Notes
Resin / Binder Type	100% Premium Acrylic Latex	Provides maximum adhesion & film flexibility
Solids Content	ASTM D2697	Volume: 45% ± 2% Weight: 55% ± 2%
Density / Specific Gravity	ISO 2811	1.2 - 1.4 gm/cm³
Viscosity	ASTM D562 (Krebs Unit)	100-120 KU at 25°C
Theoretical Coverage	Standard Application	10-12 m²/L per coat
Recommended Film Thickness	Per Coat	Wet (WFT): 85-100µm Dry (DFT): 35-40µm
Finishes Available	Specular Gloss Units	Matt/Flat (<5 @ 60°)
Colour range	Colour spectrum	

Parameter	Specification Standard	Technical Values / Notes
		White & tintable to pastel, medium, and deep bases via a tinting system
Drying Times (at 25°C & 50% RH)	ASTM D1640	Touch Dry: 30–60 min Recoat: Min 2–4 hrs Full Cure: 7–14 days
VOC Content	EPA Method 24 / EU Limits	< 50 gm/L (Low VOC Compliant)
Flash Point & Flammability	Waterborne System	Non-flammable Flash Point: N/A
Ph value	Units	8.0- 9.0 (adjusted using agents like ammonia)

3. SURFACE PREPARATION & APPLICATION INSTRUCTIONS

Surface Preparation

General Cleaning: Surfaces must be clean, dry, sound, and free of dust, grease, efflorescence, oil, and loose paint. Wash exterior walls or scrub interior surfaces with mild detergent and rinse thoroughly.

Biological Growth: Treat areas affected by mold, mildew, or algae with a 3:1 water-to-bleach solution. Leave for 15 minutes, scrub, rinse thoroughly, and allow to dry completely.

Moisture Content & pH Limits: Substrate moisture content must not exceed 12% prior to painting. Cured concrete or plaster must have cured for a minimum of 28 days with a surface pH < 10.

Repairs & Profiling: Fill hairline cracks require elastomeric masonry sealant. Sand existing glossy coatings to create a mechanical key/profile.

Priming Recommendations

Priming Recommendation (Required for System Integrity): Apply one coat of Deluxe 3 in 1 Acrylic Undercoat to all bare, porous, or new surfaces to ensure an even finish.

Application Conditions & Parameters

- **Ambient & Surface Temperature:** 10°C to 35°C.
- **Relative Humidity:** Below 85%. Do not apply if rain, dew, or freezing temperatures are expected within 24 hours.
- **Thinning Instructions:** Stir thoroughly before use. Ready to use for brush/roller. If thinning is necessary:
 - **Brush / Roller:** Max 5% clean water by volume.
 - **Airless Spray:** Max 10% clean water by volume.

Application Equipment Guidelines

- **Brush:** High-quality synthetic (nylon/polyester) bristle brush.
- **Roller:** 9-12mm nap for smooth interior surfaces; 15-20mm nap for textured exterior masonry.
- **Airless Spray:** Tip size 0.015"-0.019", fluid pressure 1,800-2,200 PSI, 60 mesh filter. Overlap passes by 50%.
- **Boxing:** If utilizing multiple containers of the same color, mix them together in one large, clean bucket to guarantee color consistency throughout the project.

SAFETY PRECAUTIONS

- Always keep paint out of reach of children.
- Ensure good ventilation during application and drying.
- If accidental contact with the skin should occur, wash area immediately with soap and water or a recognized cleaner.
- Eye protection approved to AS1337 must be worn while handling. In case of contact, immediately rinse the eyes with plenty of water and seek medical advice.
- Ensure good ventilation during application and drying.
- Harmful if swallowed. Do not induce vomiting. Seek medical attention.
- Refer to Material Safety Data Sheet for complete information.

5. STORAGE, HANDLING & PACKAGING

- **Storage Parameters:** Store in original, unopened containers in a dry, well-ventilated area protected from freezing and direct sunlight. Keep ambient storage temperatures between 5°C and 35°C.
- **Shelf Life:** 24 months from manufacturing date when stored in unopened containers under recommended conditions. Subject to inspection thereafter.
- **Cleanup:** Clean equipment immediately after use with warm, soapy water.
- **Cleanup & Environment Protection:** Do not pour left over paint down the drain. Unwanted paint should be brushed out on newspaper, allowed to dry and then disposed of via domestic waste collections. Empty paint containers should be left open in a well-ventilated area to dry out. When dry recycle containers via recycling programme.
- **Individual Packaging:** 1L, 2L, 4L, 10L & 15L

6. LEGAL DISCLAIMER & PRODUCT WARRANTY

Product Warranty

Deluxe Coatings warrants that this product, when applied in strict accordance with the instructions on the packaging and this Technical Data Sheet (TDS), will meet its published performance specifications. This warranty extends for up to 10 years for exterior applications and 12 years for interior applications from the date of purchase.

Limitations & Coverage

This warranty covers product replacement or refund of the purchase price only. It excludes failure resulting from inadequate surface preparation, structural movement, hydrostatic pressure, rising damp, improper thinning, or mechanical damage. To the maximum extent permitted by law, Deluxe Coatings is not liable for labor, scaffolding, or consequential damages.

Technical Advice & Application Conditions

Information and recommendations in this document are provided in good faith based on laboratory testing and field experience. Because substrate conditions, application methods, and environmental factors are beyond our control, technical advice does not alter or expand the terms of the formal Product Warranty above.

Deluxe Coatings reserves the right to update product formulations and technical data without prior notice. Always ensure you are referencing the most current TDS available on the official Deluxe Coatings portal.

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