

## LADY Pure Color

### Product description

#### Type

Solvent free water-borne acrylic paint for use indoors in dry rooms.

#### Features and benefits

**LADY Pure Color**'s warm, super matte finish gives a unique, beautiful color experience, where the authenticity of the colors comes true. The colours appear to be quieter, smoother, and bright colors are perceived softer. The paint is of the best quality and more durable than traditional matte paints.

#### Substrate

Boards, woven fabric, plaster, concrete and putty. On wooden panel walls, **LADY Supreme Finish / LADY Interior Finish** is recommended.

### Product data

<b>Packaging size</b>	A, B and C base: 10 L (BASE 9 L). White base: 3 L (BASE 2.7 L).
<b>Base availability</b>	White, A, B and C
<b>Tinting</b>	White base may be used untinted as White. All other colour formulations to be mixed over <b>Jotun Multicolor</b> . Up to 10 % with <b>Jotun Multicolor</b> colorants.
<b>Gloss level</b>	01 super matte
<b>Generic type</b>	Water-borne acrylic paint
<b>Solids by volume</b>	39 ± 2 volume%
<b>Specific gravity</b>	1,4
<b>VOC for Ready-for-Use Mixture</b>	EU limit value for the product (cat. A/a): 30 g/l. The product contains max 1 g/l VOC.

### Application data

#### Remarks

Contents of tins with different production numbers should be mixed. Stir well.

#### Application equipment / methods

Roller, brush or airless spray.

#### Guiding data for airless spray

<b>Nozzle tip</b>	0.53 mm (0.019–21")
<b>Spray angle degrees</b>	50–80°
<b>Pressure at nozzle</b>	Min. 15 MPa (Min. 150 kg/cm <sup>2</sup> )

#### Cleaning of painting tools

Water and **JOTUN Penselrens** or water and a suitable cleaning agent.

#### Spreading rate and film thickness

	Spreading rate per coat (m <sup>2</sup> /liter)	Recommended film thickness per coat (µm)	
		Wet (calculated)	Dry (calculated)
Recommended:	8 - 10	100 - 125	39 - 49

### Conditions during application

Temperature of substrate and air must be minimum +10 °C.

### Drying times

Drying time deviates at changes in temperature, air humidity, air circulation and film thickness.

#### The drying time is measured by stated values:

Relative Humidity (RH)	50 %
Air temperature	23 °C
Substrate temperature	23 °C

Surface (touch) dry	1 h
Paintable	2 h
Fully cured	4 weeks

## Directions for use

### Surface preparation

The substrate must be clean, sound and dry: Clean with **JOTUN Spesialvask før maling**. Sand down previously painted, old glossy/semi glossy paint with suitable abrasive paper and remove dust.

### Pretreatment

Bare iron and nail heads to be primed with **QUICK Bengalack Metallgrunning** or a suitable primer.

### Primer

Surfaces discoloured by soot, nicotine etc. should be primed with **JOTUN Kvist- og sperregrunning**. Textile wall covering to be primed with **JOTUN Grunning for tapet** or a suitable primer.

### Topcoat

2 x **LADY Pure Color**. Apply rich and evenly. 3 coats on absorbant, porous surfaces is recommended to avoid discolouring. The most evenly results is obtained if you roll entire lengths in the same direction on the entire wall.

### Cleaning of spillage

**JOTUN Spesial wipes** is recommended to clean spillage. **JOTUN Spesial wipes** is a convenient washing/cleansing wipe for use before and during paint work.

### Maintenance

Newly painted surfaces must not be cleaned the first four weeks (the product's curing time).

Cleaning: We recommend using microfiber cloths in combination with water or mild soap water. **JOTUN Spesialvask før maling** is recommended. If cleaning is necessary, the pH value must not be above pH9. Light marks on dark surfaces are removed with microfiber cloth and clean water.

For daily cleaning the suds temperature must be <40 °C.

### Storage

In storage and in transport keep the container frost free and upright.

### Disposal of waste

Liquid paint must not be emptied into drains or watercourses. It must be delivered to an approved local environmental protection station.



## Environmental labelling



The product is recognized by Miljømerking Norge, and conforms with the demands of the environmental label Svanen (the swan).

## Product warranty

More about Jotun's Product Warranty - "**covers in two coats**":

**Product Warranty Terms:** Directions for use must be followed.

**The product warranty content:** The product warranty "covers in two coats" means that the surface colour is covered after applying two coats. The warranty gives the purchaser the right, to receive new paint, to cover the surface colour. This does not cover the labour cost of the paint work undertaken. Damages to the paint due to (hidden) defects in the surface or during application are beyond the product warranty. Consumer's rights directed by the law are in addition to, and are not limited by the product warranty.



## Health and safety

Please observe the environmental and precautionary notices displayed on the container.

A Material Safety Data Sheet for the product has been issued.

Detailed information regarding health and safety risks and precautions for the use of this product is specified in the product's Safety Data Sheet.

First-aid measures, refer to section 4.

Handling and storage, refer to section 7.

Transport information, refer to section 14.

Regulatory information, refer to section 15.

## Miscellaneous

### Disclaimer

The information in this document is given to the best of Jotun's knowledge, based on laboratory testing and practical experience. Jotun's products are considered as semi-finished goods and as such, products are often used under conditions beyond Jotun's control. Jotun cannot guarantee anything but the quality of the product itself. Minor product variations may be implemented in order to comply with local requirements. Jotun reserves the right to change the given data without further notice.

Users should always consult Jotun for specific guidance on the general suitability of this product for their needs and specific application practices.

# Technical Data Sheet

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If there is any inconsistency between different language issues of this document, the English (Eng) version will prevail.