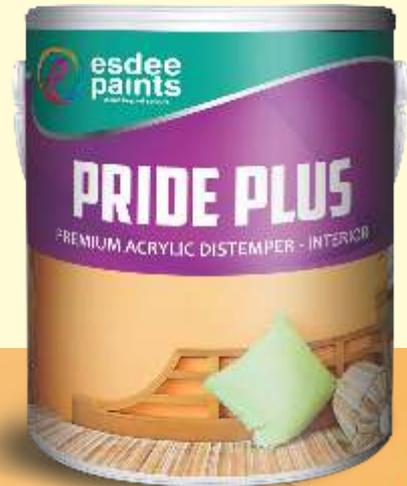


PRIDE PLUS

Premium Acrylic Distemper



www.esdeepaints.com

PRIDE PLUS

One of the premium product from the distemper family of paints. PRIDE PLUS is an easy to apply paint which would produce a smooth and matt finish which would help to minimise the appearance of surface undulations.



IDEAL FOR Interior Cement /Gypsum Plaster, Gypsum Board, Concrete Surfaces

- BENEFITS**
- Low VOC - A Green Concept Product
 - Smooth Finish
 - Matt finish
 - Helps to hide the surface undulations
 - Excellent depth of colour
 - Wide range of selective colours

COLOUR As per Interior shade card and fandek

FINISH Smooth with matt finish

SURFACE PREPARATION Ensure that the surface to be painted is perfectly cured, dry, free from curing compounds, cracks, contamination, moisture and, is perfectly levelled. Please ensure that there is no water/dampness within the substrate to be painted. Plastered surface should ideally be abraded using putty knife so as to remove the loosely bonded sand particles followed by cleaning. For concrete, it is advised to remove the laitance using mechanical wire brush. Old weak paint if any must be removed by scraping. Ensure that the surface to be painted is dust free, dry and clean.

TREATMENT OF CRACKS Open the cracks in 'V' shape using mechanical cutter and clean well. Apply primer using brush and allow it to dry as recommended. Fill the cracks using appropriate Crack Filler, repeat application if required.

RECOMMENDED DILUTION Stir the paint well. Dilute the paint using potable water at the ratio 1 kg paint + 500 ml water.



APPLICATION BY



OVERCOATING TIME



4 - 6 hrs. at 30 °C

TYPICAL RECOMMENDED PAINT SYSTEM 1 x coat **PRIMIN/PRIMIN PLUS** 2 x coats **PREMIUM ACRYLIC PUTTY** (as required) 2 x coats **PRIDE PLUS** (In case of cement putty applied surface, follow the same system as above but in this case, Acrylic Putty would be required as touch up only. For a better finish, a coat of primer by roller after Acrylic Putty)

INDICATIVE COVERAGE 80 - 100 Sq.ft./Kg./Coat (As the coverage depends upon several factors, we advise to confirm the coverage by actual application over desired surface)

PRECAUTIONS Stir the can well before use. Do not apply when ambient temperature is below 10 °C or if the temperature drops to that level within next 4 hrs. from the time of application. In order to get effective performance, avoid application during high humidity, rainy and dusty weather conditions. For better performance, use the diluted paint within 24 hrs.

SAFETY FEATURES



Store the airtight container in a cool, dry and covered place away from sunlight. Keep it away from children and eatables. Do not swallow. Get medical attention immediately if swallowed. Protect eyes during handling, application etc. In case of eye or skin contact, rinse the eyes immediately with potable water and remove the paint over skin using soap and water. Wear suitable masks to avoid inhaling. Do not spill the paint in drain or in water bodies.

SHELF LIFE 3 years if kept in original airtight container in upright position in a covered place.

PACKING

