



EASY CLEAN FRESH

Luxury Interior Emulsion



Product Attributes



High Washability

It offers ultimate protection to walls and keeps it looking freshly painted for years.

Reduces indoor air pollutants

absorbs harmful air pollutant, formaldehyde and malodours from the air, thus making it cleaner to breathe



Absorbs foul smells

absorb malodours such as cigarette smoke, garlic, ammoma etc thereby making the air fresher to breathe

Releases fragrance

Gives off a sweet soothing smell



Anti-bacterial

Easy Clean Fresh removes bacteria* from the wall surface.

*99% effective against bacteria as per the test carried out under JIS Z 2801 method for specified strains of bacteria

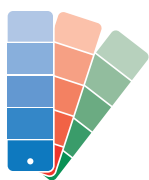
Product Description

Easy Clean Fresh is an interior wall paint designed to give your walls a durable, premium and rich appearance. A 100% Acrylic Emulsion that is formulated with odour absorbing chemicals and proprietary acrylic emulsions that purifies indoor air and gives superior stain resistance to your walls. The product is resistant to fungal growth and the paint film retains fresh glossy new look for a longer period of time.

Recommended Use

Plastered surfaces, concrete walls, fibre boards, asbestos, gypsum boards and false ceilings.

Colour Range



Over 2000 Shades

Finish

VERY HIGH

HIGH ✓

MEDIUM

LOW

Smooth sheen finish

Toxicity



VOC - 40-50 gm/lt

Coverage



Approx. 120-140 sqft/lt/2 coats

(Coverage may depend on factors like surface conditions, surface preparation, application skill, weather conditions, dilution etc.)

Recommended Undercoats

Primer: For wall/ plastered surfaces —Seal-O-Prime (Alkali Resistant) with sealing and priming properties/ BP White Primer

Putty: For wall/ plastered surfaces – Home Shield Waterproof Putty

Drying Time



Surface Dry: 15-25 min at 60% RH, 25°C

Hard Dry: 6-8 hours

Gloss Level



60° = 10-12, 85° (depending on shade measured as per standard test method)

Application Tools



Brush / Roller

Recommended Thinner



Potable water

Recommended Dilution



Brush Application: 40-50% by volume

Roller Application: 35-50% by volume

(deep shades from N2 base may be applied without dilution.)



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Packs



White and P0
1, 4, 10, and 20 Ltr

Colour Bank
Bases



Fire Hazard Class
Non- flammable



Pot Life of Thinned Material
Overnight

Directions for Application

Surface Preparation:



Remove all dirt, loose paint and flakes using wire mesh.



For filling cracks, use Home Shield Advanced Latex Plus as per the product usage guidelines.



Allow sufficient time for the putty /cement to dry.

Priming:



Apply one coat of Seal-O-Prime/BP Cement Primer WT suitably diluted and dry it overnight. Two coats are recommended for better results.

Application Method:



Dilute with potable water as per the recommended dilution ratio. Mix well.



Apply the first finishing coat with brush or roller.



Allow it to dry for at least 6-8 hours or overnight depending on ambient temperature, humidity and surface conditions.



Apply the second coat only when the first coat is dry. Do not overthin. Do not apply when ambient temperature is below 10°C or more than 40°C.



For previously painted surfaces: Strip all the old paint and remove all the loose particles before starting the above process of primer and putty application.

Points to Note

- Shake well before use and do not over dilute
- Keep the container tightly closed to prevent drying
- Use one coat of Bio-Wash for killing fungal growth
- Scrape off old paint thoroughly before painting starts
- Gyro shake well after tinting through CB Machine
- For deep shade apply one additional coat
- Do not apply paint on lime washed surfaces and damp wall
- In case of contact with eyes, wash immediately with water and seek medical help

Cleaning Instructions

- Use only toilet soap to clean stains
- To clean oil-based stains, use mineral turpentine oil only
- Use only a soft white cotton cloth for cleaning
- While cleaning, wipe gently without using pressure
- Attempt cleaning the surface only after one month of application

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