



## Product Overview

Rustic Paint is a premium-grade, fine-textured masonry finish formulated using a custom emulsion system. Engineered for exceptional durability and long-term performance, it offers excellent crack-bridging capabilities, breathability, and resistance to carbonation—making it the ideal choice for exterior facades and walls subjected to extreme environmental conditions.

## Key Features

- Excellent weather resistance
- Effectively fills and bridges hairline cracks
- Provides superior carbonation resistance
- Breathable system allows vapor transmission
- Strong resistance to water and moisture
- Durable and easy to clean
- Reinforced with granules for added durability
- Flame-retardant formulation
- Versatile texture application
- Long-lasting color retention with excellent coverage
- Strong surface adhesion

## Recommended Applications

Suitable for both indoor and outdoor surfaces, including concrete, cement, and brickwork. Ideal for:

- Residential buildings
- Commercial areas
- Schools and universities
- Industrial environments

## Technical Specifications

Finish: Matt texture

Color Options: As per Rustic Paint color card

Specific Gravity:  $1.80 \pm 0.03$  at  $30 \pm 2^\circ\text{C}$  (ASTM D1475)

Volume Solids: 62% (ASTM D2697)

VOC Level: 32.96 g/L

Recommended DFT: 600 - 1500 microns

Spreading Rate: 0.23 - 0.57 m<sup>2</sup>/kg

## Surface Preparation

- Let new surfaces cure for a minimum of 28 days before application
- Remove flaking or old paint thoroughly
- Surface must be dry, clean, solid, and free from grease, dust, salt, and mold
- Fill any voids or cracks using approved fillers before applying primer



### Application Instructions

- Minimum surface temperature: 5°C
- Maximum moisture content: 8%
- Surface pH: Not above 9
- Stir well before use
- Thin with clean tap water (1-2%) if needed
- Do not apply to damp or wet substrates
- Recoat only after the previous layer has dried fully
- Avoid applying under intense sunlight, wind, rain, or high heat

### Drying Time

- Surface Dry: 20 minutes
  - Hard Dry: 24 hours
  - Full Cure: 7 days
- (Tested in accordance with ASTM D5895 at 25°C)

### Tools & Thinning

Application Tools:

- Steel trowel
- Plastic trowel

Thinner: Clean tap water

Thinning Ratio: Ready to use. If thinning is required, add 1-2% tap water depending on surface and weather conditions.

### Packaging

Available Size: 25 Kg Drum

Shelf Life: 12 months at 25°C in factory-sealed packaging

Storage: Store in a well-ventilated, cool, and dry environment

### Safety & Environmental Precautions

- Avoid skin and eye contact
- Maintain adequate ventilation while applying
- Do not inhale spray mist or fumes
- Keep out of reach of children
- Dispose of waste and containers responsibly
- Consider donating unused material to authorized recycling facilities