

LADY Pure Color

Product description

Type

Solvent free waterborne 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.

Recommended use

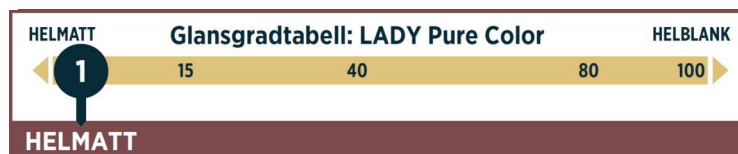
For smooth walls indoors in dry rooms such as building boards, plaster, paintable wallpaper, concrete and filled substrates.

On wooden panel walls, **LADY Supreme Finish / LADY Interior Finish** is recommended.



Product data

Packaging size	0,75 L (filling level 0,68 L), 3 L (filling level 2.7 L) and 10 L (filling level 9 L)
Base availability	White, A, B and C
Tinting	White base may be used untinted as White. All other colour formulations to be mixed over Jotun Multicolor . Up to 10 % with Jotun Multicolor colorants.
Gloss level	01 super matte



Generic type	Waterborne acrylic paint.
Solids by volume	39 ± 2 volume%
Specific gravity	1.4
VOC for Ready-for-Use Mixture	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

Nozzle tip	0.43-0.53 mm (0.017-0.021")
Spray angle degrees	50-80°
Pressure at nozzle	Follow the pump supplier's recommendations.

The choice of nozzle tip / spray angle / pressure must in any case be adapted to the relevant product, spraying equipment and surface.

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 ² /liter)	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.

Cleaning of spillage

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

Drying times

Drying times deviate because of 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
Recoatable, minimum	2 h
Dry to use	Ca 3 days
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 Grunning** 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. On absorbant, porous surfaces 3 coats are recommended to avoid discolouring. The most evenly results is obtained if you roll entire lengths in the same direction on the entire wall.

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 of the detergent must not exceed pH 9.

Light marks on dark surfaces are removed with microfiber cloth and clean water. For daily cleaning the temperature of the wash water 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.



One of our measures to reduce our environmental footprint is to use recycled plastic in the packaging.

This bucket consists of up to 60% plastic that you have recycled (PCR). Does not apply to the lid.



Empty and dry pails can be sorted together with plastic packaging. The metal handle must be removed and be sorted with metallic packaging. See the QR code for more information.



Sorted as plastic when empty and dry.



Remove the handle

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



Must be empty and dry

Environmental labelling



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

Green Building Standards

The declared product meets the following requirements:

- The emission requirements for M1: Classification of Indoor Environment 2018
- Swan (2096 0002)
- Property criteria in BASTA (2018:A2)
- Accepted according to Building Evaluation Assessment Criteria (Byggvarubedømmingens Bedømningskriterier) 4.0 (2016)
- Class B according to Bedømningskriterier (Assessment Criteria) 6.0 for SundaHus (2013)

BREEAM® NOR (2016)

Hea 02: VOC content for "Interior matt walls and ceilings" (30 g/l) (EU Directive 2004/42/CE) and emission demands (ISO 16000-series).

Mat 01: Product-specific Type III EPD (ISO 14025, ISO 21930, EN 15804) for Scandinavia.

Mat 01: The product Safety Data Sheet confirms that the product does not contain any substances on the Norwegian A20 list.

BREEAM® NOR (2012)

Hea 9: VOC content for "Interior matt walls and ceilings" (30 g/l) (EU Directive 2004/42/CE) and emission demands (ISO 16000-series).

Mat 1.3: Product specific type III EPD (ISO 14025, ISO 21930, EN 15804) for Scandinavia.

Mat 1.5: This product Safety Data Sheet confirms that the product does not contain any substances on the Norwegian A20 list.

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Additional certificates and approvals may be available on request.

Product warranty



More about Jotun's Product Warranty:

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 on non-absorbent surfaces. 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 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.

Contact information

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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.

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