

LADY Nordic Pure

Product description

Type

LADY Nordic Pure is a premium paint formulated with advanced Nordic technology and high quality ingredients. LADY Nordic Pure with formaldehyde abatement function passes the most stringent emission test and is certified with Eurofins Indoor Air Comfort Gold. Its long lasting easy clean colours, anti-scratch and anti-crack smooth luxurious paint film provides excellent wet scrub resistance, mould and bacteria resistance to beautify and protect your home for many years to come.

Features and benefits

Beautiful and luxurious finish

Even more robust paint film with anti-scratch, anti-stain, anti-crack and anti-mould performance.

EcoHealth: IAC-Gold certified, formaldehyde abatement. Has passed US FDA food contact test and European toy safety tests. Free from harmful chemicals such as APEO, formaldehyde, heavy metals and has low volatile organic compound (VOC) and other hazardous matter emission. Deionized water formulation.

Low Odour: Low odour during and after painting.

Anti-Bacteria & Anti-Fungal: Prevent the spread of bacteria and growth of fungus indoors.

Recommended use

Ideal for interior surfaces.

Substrate

Putty, cement plaster, concrete, rendered block work etc.

Product data

Packaging size	3 L
Colours	As per colour card and available in Jotun Multicolor tinting system (Interior range).
Generic type	100% pure acrylic emulsion.
Solids by volume	42 ± 2 volume% Theoretical
VOC comments	< 1 g/l (Calculated)

Application data

Remarks

Handle with care. Stir well before use.

The product can be applied by

Roller : Recommended.

Spray : Recommended.

Brush : Recommended.

Guiding data for airless spray

Nozzle tip	0.53-0.69 mm (0.021-0.027")
Spray angle degrees	65-85°
Pressure at nozzle	140 - 190 kg/cm ² (2100 psi)

Spreading rate per coat

Theoretical 12 m²/l - 10 m²/l

Spreading rate depends on film thickness applied, type of texture, surface porosity, imperfections, temperature, wastage during painting etc.

Recommended film thickness per coat

Wet	80 μm - 106 μm
Dry	33 μm - 45 μm

Film thickness will vary and is calculated as average.

Thinner

Water

Dilution

The paint is ready to use after proper stirring. Mix no more than 5% water if thinning is required.

Conditions during application

The temperature of the substrate should be minimum 10 °C and at least 3 °C above the dew point of the air, measured in the vicinity of the substrate. Good ventilation is usually required in confined areas to ensure proper drying.

Drying times

Drying times are generally related to air circulation, temperature, film thickness and number of coats, and will be affected correspondingly. The figures given in the table are typical with:

One coat on top of inert substrate

Good ventilation (Outdoor exposure or free circulation of air)

Typical film thickness

The given data must be considered as guidelines only. The actual drying time and time before recoating may be shorter or longer, depending on the ambient temperature, film thickness, ventilation, humidity, underlying paint system, requirement for early handling and mechanical strength etc.

1. Recommended data given is, for recoating with the same generic type of paint.
2. In case of multi-coat application, drying times will be influenced by the number and sequence and by the total thickness of previous coats applied.
3. The surface should be dry and free from any contamination prior to application of the subsequent coat.

The drying time is measured by stated values:

Relative Humidity (RH) 50 %

Substrate temperature	10 °C	23 °C	40 °C
Surface (touch) dry	2 h	1 h	0.5 h
Hard dry	12 h	6 h	1 h
Dry to over coat, minimum	4 h	2 h	1 h

Directions for use

Surface preparation

The substrate must be sound, clean, dry and free from dust, oil, grease, laitance etc. All traces of form release agents/curing agents must be removed. A light sanding with suitable abrasive material is recommended before application. Any resulting dust/loose particles must be removed.

Recommended paint system

Primer

LADY Primer : 1 coat

Topcoat

LADY Nordic Pure : 2 coats

Remarks

Other systems may be specified, depending on area of use.

Storage

The product must be stored in accordance with national regulations. Keep the containers in a dry, cool, well ventilated space and away from sources of heat and ignition. Containers must be kept tightly closed. Handle with care.

Certificates

Indoor Air Comfort Gold Certified
Finnish voluntary emission classification of building materials : M1
French Regulations on VOC emissions : Class A+

Tests

ASTM D412-16: Standard Test Methods for Vulcanized Rubber and Thermoplastic Elastomers-Tension
HG/T 4756: Stain resistant interior emulsion coatings
GB/T 9756: Synthetic resin emulsion coatings for interior wall
GB 18582: Limit of harmful substances of architectural wall coatings
ISO 22196: Measurement of antibacterial activity on plastics and other non-porous surfaces
GB/T 1741: Test method for determining the resistance of paints film to mold
JC/T 1074: Purificatory performance of coatings with air purification
GB/T 34676: Interior wall coatings for children's room decorating

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.

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 (United Kingdom) version will prevail.