

Composition and Application Field

NOVA Platinum Emulsion Matt is a top of the range specially formulated from pure acrylic emulsion paint pigmented with copious titanium dioxide and other high quality pigments exhibiting good alkali resistance properties. It has all the good virtues like hiding, good wash ability, superior scrub resistance, smooth finish, color retention property and a superior finish. Its formulations are specially made to withstand the rigors of the external weather as well as the ambience of the interiors. **[This product is certified by Dubai Central Laboratory following DM-DLCD-RD-DP21-2180-(IC) Specific Rules for Low Emitting Materials as per the 2017 Al Sa'fat Dubai Green Building Evaluation System.]**

Substrates: Concrete, cement plaster, masonry, gypsum, block work etc.

Area of Use: Interiors & Exterior application.

Specification

Finish	: Smooth & Matt
Color	: White + all shades as per NOVA shade card and custom made
Specific gravity	: 1.70 ± 0.02
Solids (% by volume)	: 51 ± 2%
Diluent	: Sweet Water
Flash point	: Not Applicable
Spread Rate:	
While the spread rate is directly dependent on the surface profile and also the type of undulations it has, by roller and also the equipment they used, NOVA Platinum Emulsion Matt would cover app 17 m ² /liter at 30 microns per coat.	
Drying Time (30° C)	: Set to touch: 1 -2 hours.
	: Ready for Recoat: app 2 – 3 hours.
Recommended DFT	: 2 coats app 30 – 40 mic per coat.

Surface Preparation

A good surface preparation and following the method statement/recommended system procedure of NOVA is an ideal recommendation for the application of NOVA Platinum Emulsion Matt.

For Plaster, Masonry & Concrete

Achieve a good and clean surface by removing all contaminants and loose particles by cleaning & drying. A laitance free surface should be achieved by good sweep blast or a wire brush. Water washing under pressure is recommended.

Apply the NOVA Alkali resistant primer or NOVA Tex primer and allow drying as per the data sheet and subject to one more coat for even coverage. For Exterior: Apply NOVA filler compound (fine or coarse) evenly and allow drying and following it up with NOVA Platinum Emulsion Matt for one or two coats. For Interior: After applying the NOVA AR primer, apply an uniform layer of NOVA Stucco putty and then follow it up with NOVA Platinum Emulsion Matt two coats.

For Old and Painted surfaces

In case of surfaces which are painted / or aged and if there is visible dusting, chalking or even friable, ensure that all the loose material is removed by scrapping or metal brush. Apply a good

coat NOVA Fungicidal wash compound and allow drying. Follow this by a regular coat or two of NOVA Alkali Resistant Primer and continue as in the above case with the full system.

Application Method

Adequate ventilation is an ideal situation as it helps in drying and the good application itself. Avoid high humid conditions i.e., >95% when condensation is likely to interfere and also when the surface temperature is at least 3°C above dew point.

1. Dilution: One can add 5 to 10% of sweet water for ease of application depending on the suitability of application.
2. Brush: It is in ideal recommendation especially to avoid runs and sags due to excess material.
3. Roller: Apply an even coat spreading uniformly taking care to avoid runs.

Paint System

NOVA PLATINUM EMULSION MATT	
- NOVA Primer Sealer	1 coat
- NOVA Stucco Putty	2 coats
- NOVA Platinum Emulsion Matt	2 coats

* Recommended system to be applied as per surface preparation (suitable emulsion grades), or as per NOVA technical advice.

Storage and Shelf Life

Under dry and cool condition, storage stability can be sound up to 18 months in original sealed containers.

Handling

Disposal: As per the guidance and legislations of the local Authority e.g., by controlled landfill. In case of doubt, consult local authority. Do not empty into drains, sewers or other water courses. Flash Point: Not applicable.

Safety Precaution

Avoid contact with the skin and eyes. Wear suitable protective clothing such as overalls, goggles, dust mask and gloves. Use a barrier cream. Ensure that there is adequate ventilation in the area where the product is being applied. Do not breathe vapour or spray. MSDS is available on request for the safe handling of this product.

First Aid

Eyes: In the event of accidental splashes, flush eyes with warm water immediately and obtain medical advice.

Skin: Wash skin thoroughly with soap and water or approved industrial cleaner. Do not use solvent or thinners.

Inhalation: Move to fresh air, loosen collar and keep patient rested.

Ingestion: In case of accidental ingestion, Do not induce vomiting. Obtain immediate medical attention.