

IC MATT

PRODUCT CODE: ICEWTD10IC

Markhor's IC Matt Emulsion delivers best-in-class overall performance. To ensure a beautiful, smooth finish and stunning color for years to come. It prevents stains from penetrating, offers maximum resistance to water streaking and spotting, with best coverage and washability.

PRODUCT BENEFITS

Markhor's IC Matt Emulsion has been fortified with Stain Guard technology that guards your walls against most household stains and ensures easy cleanability.

It has a long lasting film that keeps your house as good as new for a long time.

It delivers more whiteness in comparison to other products in the category making the walls look fresher and cleaner.

IC Matt Emulsion offers a unique range of extra deep colours that helps you highlight your home's features better.



 WATER BASED

LEAD FREE GUARANTEE 

* All Markhor Paints products contain no added Lead, Mercury, Arsenic or Chromium

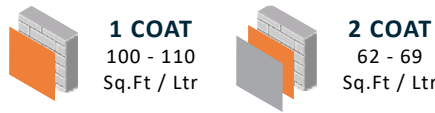
PRODUCT FEATURES

AVAILABLE PACKS



Shelf life: 2 years from date of manufacture in original tightly closed containers away from direct sunlight and excessive heat.

COVERAGE

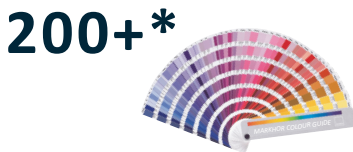


**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity.

DRYING TIME TO TOUCH



COLOURS AVAILABLE



*Currently available in more than 60 ready shades as per the IC Matt Colour Card and 200+ on demand.

RECOMMENDED USE



Can be used for all types of primed and filled plastered walls, ceiling, brick work, concrete and existing painted surfaces etc.

PRODUCT DATA

Specific Gravity:	1.5 Theoretical
Solid by Volume:	45 ± 2 Volume % (Theoretical)
Viscosity:	50 - 60 CPS

TECHNICAL DATA

Dilution:	10% to 20% (Water)
Dry Film Thickness:	30 - 35 µm
Wet Film Thickness:	70 - 80 µm

DRYING TIME

	● Relative Humidity (RH) 50%	
	40 °C	23 °C
Touch Dry:	30 Minutes	2 Hours
Hard Dry:	1 Hour	4 Hours
Over Coat:	3 Hours	6 Hours

HOW TO APPLY

PRE PAINTING STEPS



PLASTER

New masonry surfaces must be allowed to cure completely. It is recommended to allow 28 days as the curing time for new masonry surfaces.



CLEANING

Surface should be free from any loose paint, dust or grease. Growths of fungus, algae or moss should be removed by wire brushing and water. In case of areas having excessive dampness use Tac Coating's Tac Cati Protector to limit further dampness. When the underlying surface exhibits chalkiness, in spite of thorough surface cleaning, use Markhor's ECO/ULTRA Primer.

APPLICATION PROCESS

APPLICATION	THINNER	DILUTION %	APPLICATION VISCOSITY ¹	RECOATING PERIOD
STEP 1 SANDING	SAND THE SURFACE WITH SAND PAPER AND WIPE CLEAN			
STEP 2 ECO/ULTRA PRIMER BRUSH / ROLLER / SPRAY	WATER	20%	20 - 30 CPS	4 - 6 HRS
STEP 3 ECO/ULTRA PUTTY (2 COATS) PUTTY TROWL	WATER (If Required)	SMALL AMOUNTS TO IMPROVE FLOWABILITY	N/A	4 - 6 HRS
STEP 4 SANDING	SAND THE SURFACE WITH SAND PAPER AND WIPE CLEAN			
STEP 5 IC MATT - TOP COAT BRUSH / ROLLER / ALS	WATER	10% to 20%	30 - 35 CPS	4 - 6 HRS

1. As measured through a Gravity meter, Cup and physical testing.
2. Recoat period is quoted for 25°C and 50% Relative Humidity, these may vary under different conditions.

POST PAINTING CARE

Bare / Basic Masonry Surfaces

It's the key to good-looking, long-lasting results. A properly prepared surface is clean, solid and dry, without cracks and imperfections. Base surface free from dust, dirt, grease and should be completely dry. Surfaces effected by fungus should be treated beforehand with a bleach solution. Apply Markhor's ECO/ULTRA Primer and allow to dry for a while, sand & dust off. To smoothen the surface, apply 2-3 coats of Markhor's ECO/ULTRA Putty. When it's thoroughly dry, sand smooth, wipe away dust, prior to painting, allow all surfaces to dry off completely, if the alkalinity or the moisture content of the walls is high do not apply the paint.

Previously Painted Surfaces

Remove dirt, grease, soap and oil buildup with the appropriate cleaner. Rinse thoroughly. Remove loose paint and powdery substances. Apply Markhor's ECO/ULTRA Primer and allow to dry a while. To smoothen the surface and patches narrow holes and cracks apply Markhor's ECO/ULTRA Putty coats twice (If necessary). Allow to dry, then sand smooth. Make sure to prime all bare areas prior to applying topcoat. (Avoid "spot priming," which can result in a non-uniform appearance between primed and non-primed areas).

Several Defected Surfaces

Patch holes and cracks with spackling or patching compound. Allow to dry, then sand smooth. Apply 1 coat of Markhor's ECO/ULTRA Primer (allow to dry a while) and 2 coats of Markhor's ECO/ULTRA Putty, scruff for smoothening and then dust off thoroughly.

SAFETY FEATURES

PRECAUTIONS

- Do not apply when ambient temperature is less than 10°C or if the temperature might drop to this level within 4 hours of application.
- Do not over-thin or over-extend the brush.
- Stir well and strain before use.
- Tinted paints need thorough shaking immediately after tinter addition as well as before use.
- Clean up all equipment with water immediately after use.

SAFETY FACTORS

- Make sure that products is out of reach of children and pets.
- Keep away from food and drinks.
- Product must always be stored in a cool and dry place.
- Leftover material should be sealed and stored in an area that will protect it from damage, freezing and temperatures above 95°F.
- Don't swallow it. (If swallowed, seek medical advice urgently).
- Don't breathe vapor or sanding dust.
- Avoid contact with eyes and skin. May cause allergic skin reaction.
- When applying, it is advisable to wear eye protection. in case of contact with eyes, rinse immediately with plenty of water and seek medical advice.
- Wear protective clothing and mask during application.
- Use soap and water to clean the paint splashes from skin.
- Care must be taken during transportation.
- Always keep container in a secure upright position.
- Use sand to contain any spillage.
- Dispose of paint material in accordance with the appropriate environment International and Local regulations.
- Do not discharge into drains or environment.
- Chemical Safety Data Sheet available on request.
- Does not contain any added Lead, Mercury, Cadmium and Chromium compounds.

DISCLAIMER

- Theoretical Coverage is based on a mathematical formula.

$$\left[\frac{\text{Volume Solid \%} \times 10}{\text{Dry Film Thickness}} \right] = \text{m}^2/\text{lit}/\text{coat}$$

and does not consider LOSS FACTORS. Variables like porosity of substrate, application method, dilution ratio, dry film thickness, opacity and so on will affect the loss factor and can vary from 30% - 50% or even more. The above information is given to the best of our knowledge based on laboratory tests and practical experience. However, since we cannot anticipate or control the many conditions under which our products may be used, we can only guarantee the quality of the product itself. We reserve the right to alter the given without prior notice.