



PRIDE GOLD

HI-PERFORMANCE- Acrylic Interior Emulsion.

Value for Money Interior Solution.

Apollo's PRIDE GOLD High Performance Acrylic Interior Emulsion is a specially formulated value for money water based interior high performance super Acrylic emulsion paint ideally suited for a rich matt finish.

USP: Durable, Offers good concealment and spread, Value of money, Rich Matt Finish, and Hides Undulations.

Usage area: All Interior Surfaces.

DIRECTIONS FOR USE:

Surface Preparation: For New Surfaces ensure the plaster is completely dry and thoroughly clean, free from any dust, flakes, and grease etc., Ensure that all water leakages/ seepages are repaired before painting. For previously painted surface; remove all loose particles, powdery material or defective paint by thorough wire brushing, scraping and water jetting, if required.

Filling:

- a).For CRACKS: For filling cracks up to 3mm use Apollo's INSTACARE CRACK LOCK.
- b).For HOLES & DENTS: In case of dents and holes use Apollo's Wall grace putty or white cement and fine sand in the ratio 1:3.

Recommended Undercoats:

Option 1: For best performance, it is recommended to apply Pride gold interior emulsion as self priming with a thinning ratio of one part of paint with one part of water.

Option 2: Apply one coat of Apollo's " Instacare Seal O Prime High Performance Primer Sealer Interior & exterior (Silicon Enriched) as primer coat with a thinning ratio of one part of primer with one part of water.

Option 3: Apply one coat of Apollo's Aroprime Interior WT Primer with a thinning ratio of 1ltr of primer With 750ml water.

Top Coat: Apply 2 coats by diluting 1 litre of Apollo's Pride Xcel Acrylic Interior Emulsion with maximum 500-750ml of water. A gap of 4-6 hours should be given between coats. It can be applied by brush or roller or spray.

Maintenance Tips: For removing stains, clean the surface using sponge with a mild soap solution. Once you finish, wipe the surface clean. Ensure drying time of one week for the paint before cleaning.

COVERAGE **

	No of coats	Coverage
On Primed surface		
By brush /Roller application	2 coats	150-160 sq ft/ltr

**It depends on many factors like surface conditions, surface preparation, application skill, weather conditions, dilution etc. The coverage mentioned is under ideal conditions and will vary depending on site conditions.

TECHNICAL DATA:

1	Thinning	Potable Water	8	Flash Point	100% water –base paint, hence NA
2	Thinning Ratio For Light /Pastel shades	Maximum of 500-750ml of water per 1ltr of Paint. Note: In case of Clear base No dilution is advised to ensure proper colour depth.	9	Recommended Surface	Sand / Cement plaster surface, asbestos, brickwork, concrete block and fibreboard.
3	Thinning Ratio for Vibrant/Dark shade	Maximum of 500ml of water per 1 litre of Paint	10	VOC (gm/ltr)	12.2 gm/ltr
4	Method of application	Brush or Roller	11	Certification	As per IS 15489
5	Drying Time	SD : 15-25 minutes	12	Fire Hazard Class	Non - flammable

6	Pot life of thinned material	Use within 24hrs	13	Safety Data	Refer MSDS
7	Gloss Level	Rich Matt Finish			

POINTS TO NOTE:

- Keep the container tightly closed to prevent drying.
- Shake well before use and do not over dilute.
- Please keep out of reach of children and away from foodstuff.
- In case of contact with eyes, wash immediately with water and seek medical advice.
- Use 1 or 2 coats of Bio –Wash for killing fungal growth
- For deeper shade apply 1 additional coat.

SPECIAL NOTE *

Before painting the following things should be checked thoroughly:

1. pH value of the wall surface (Ideal condition between 7-10).
2. Moisture content of the wall (Ideal condition –below 10-12%).

If these are violated, owner will be responsible.

*As per test conducted at Apollo R&D.

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