

PRODUCT CODE 0012

## Apex

Asian Paints Apex Weatherproof Emulsion is a smooth water-based, modified acrylic, exterior wall finish with silicon additives.



### PRODUCT BENEFITS



#### Weather Guard

APEX is specially formulated to withstand extreme tropical conditions of high rainfall, humidity and heat.

#### Excellent Protection against UV Attack

APEX provides extremely good protection against alkali and UV degradation thus ensuring that the shade doesn't fade for a long time and the paint lasts longer.



#### Excellent Anti-algal Performance

APEX provides excellent resistance to growth of algae and fungi on the walls. This prevents appearance of black spots on walls due to algal growth.

#### Fantastic Shade Range

APEX comes in over 1700 attractive shades that include dark shades that provide excellent hiding.

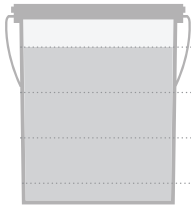
WATER BASED

**LEAD FREE\* GUARANTEE**

\* All Asian Paints products contain no added Lead, Mercury, Arsenic or Chromium from April 2008.

### PRODUCT FEATURES

#### WASHABILITY

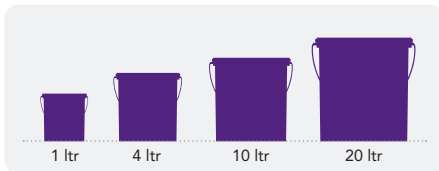


✓ HIGH

MEDIUM

LOW

#### AVAILABLE PACKS



Shelf life: 3 years from date of manufacture in original tightly closed containers away from direct sunlight and excessive heat.

#### COLOURS AVAILABLE

# 1700+\*



\*Currently available in more than 1700 shades as per the Asian Paints Colour Spectra.

#### FINISH

MATT **SOFT SHEEN** RICH SHEEN HIGH GLOSS

✓ SMOOTH

Refer to sheen levels in technical details

#### COVERAGE

On normal masonry surface by brushing



### 1 COAT

100 - 130 sq.ft/ltr\*\*



### 2 COATS

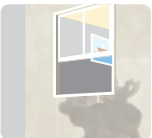
55 - 60

sq.ft/ltr\*\*

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

### HOW TO APPLY

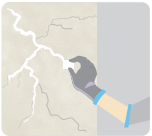
#### PRE PAINTING STEPS



**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 Asian Paints SmartCare DampBlock to limit further dampness. When the underlying surface exhibits chalkiness, in spite of thorough surface cleaning, use Asian Paints SmartCare Exterior Sealer.



**FILLING FOR CRACKS** For filling cracks upto 3mm use Asian Paints SmartCare Crack Seal.



**FILLING FOR HOLES & DENTS** In case of dents and holes use Asian Paints Wall Putty or white cement and fine sand in the ratio 1:3

**For exterior surfaces or substrates that are subjected to continuous seepage or dampness, kindly use Asian Paints SmartCare DampProof, before the top coat application.**

#### PAINT APPLICATION PROCESS

APPLICATION	PRODUCT CODE	THINNER	DILUTION % (BY VOLUME)	APPLICATION <sup>1</sup> VISCOSITY (SEC)	RECOATING PERIOD <sup>2</sup> (HOURS)
STEP 1 ASIAN PAINTS WALL PUTTY (OPTIONAL)	0079	WATER	BASED ON REQUIREMENT TO FORM PASTE	PASTE FORM	4 HRS
STEP 2 EXTERIOR WALL PRIMER BRUSH / ROLLER / SPRAY	0065	WATER	BRUSH 90 - 110 ROLLER 90 - 110 SPRAY 40 - 45	BRUSH 15 - 18 SPRAY 33	4 HRS
HORIZONTAL SURFACES LIKE TOP OF WINDOWS, LEDGES SHOULD BE PAINTED WITH 3 COATS OF APEX FOR GREATER PROTECTION					
<b>APPLICATION OF PRIMER IS MANDATORY</b>					
STEP 3 FIRST COAT APEX WEATHER PROOF EXTERIOR EMULSION BRUSH / ROLLER / SPRAY	0012	WATER	BRUSH 40 ROLLER 40 SPRAY 40	BRUSH 25 - 35 SPRAY 25 - 35	4 - 6 HRS
STEP 4 SECOND COAT APEX WEATHER PROOF EXTERIOR EMULSION BRUSH / ROLLER / SPRAY	0012	WATER	BRUSH 40 ROLLER 40 SPRAY 40	BRUSH 25 - 35 SPRAY 25 - 35	4 - 6 HRS

1. As measured through a Ford cup.  
2. Recoat period is quoted for 25°C and 50% Relative Humidity, these may vary under different conditions.  
3. Some shades may require 3 coats for proper hiding.

## HOW TO CHOOSE COLOURS

Browse through Asian Paints colour tools to help you find the right colour combination

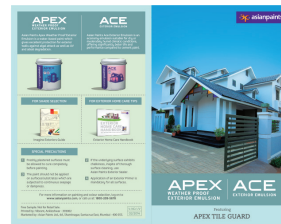
COLOUR SPECTRA FAN DECK\*



ASIAN PAINTS IMAGINE EXTERIORS



ACE AND APEX SHADE CARD



\*These shades are for reference only. Please refer to the Colour Spectra or Colour Palette for correct shade reference

### FORESITE SERVICE

Choosing the right combination of shades for your home can be difficult. At such times, you could do with some professional help. Asian Paints Foresite provides you with prints for your home in 3 colour combinations, as selected by you. Visit an Asian Paints Colour World retail store which offers this service, and furnish a digital photograph (resolution 300-dpi or more) to the dealer.



## ADDITIONAL INFORMATION

### VOC CONTENT



**LOW VOC CONTENT**

Asian Paints Apex meets the LEEDS VOC criteria as per Indian Green Building Council version 1.0 as tested at Shriram Institute for Industrial Research. Tested for Apex White (shade code 0908)

### PRECAUTIONS

- Do not apply when ambient temperature is less than 10°C or if the temperature might drop to this level within 4 hrs of application.
- Do not over-thin or over-extend the brush.
- Tint using Asian Paints machine colourants only
- Stir well and strain before use.
- Tinted paints need thorough shaking immediately after tinter addition as well as before use.

### POST PAINTING CARE

For the best performance of the paint, ensure proper washing and cleaning of all algal and fungal growth, if any, at regular intervals of six months.

### TECHNICAL DETAILS

- a. Drying time:** Surface dry time 30 min
- b. Sheen levels:** 5 - 7 at 60 deg GH
- c. Flash point IS101/1987 Part 1, Sec 6:** NA
- d. Stability of thinned paint:** To be used within 24 hours

### SAFETY FEATURES

- Kindly refer to the MSDS for Asian Paints Apex which gives detailed information on safety measures while handling the paint, which is available on request.
- Store the container with the lid tightly closed in an upright position, in a cool, dry place
- Keep out of reach of children and away from eatables.
- May be harmful if swallowed. In case of ingestion seek immediate medical attention.
- Wear eye protection during application. In case of contact with eyes, rinse immediately with plenty of water and seek medical advice.
- In case of skin contact immediately wash skin with soap and plenty of water. Get medical attention if irritation develops or persists.
- Do not breathe vapour or spray. It is recommended to wear suitable nose pad during sanding and surface preparation to avoid dust inhalation
- Do not pour leftover paint down the drain or in water courses.
- In the event of spills, contain spillage using sand or earth.
- No added Lead, Mercury or Chromium compounds.