

## ALLURE

### FINISHES



### PRODUCT DESCRIPTION

#### Description

Water-based decorative finish with pearlescent reflections.

#### Intended use

Indoors

- On new smooth surfaces or on adequately treated old paintwork.

#### Main features

- Pearlescent decorative effect
- Easy to apply
- Pearlescent fillers lend any type of environment sophistication and originality
- Available in gold and silver bases
- Single coat

#### Main technical data

| Technical information      | Method      | Main data at 20°C and 60% of R.H. |
|----------------------------|-------------|-----------------------------------|
| Appearance and finish      |             | Metallic pearlescent effect       |
| Theoretical yield per coat | ISO 7254    | 8÷10 m <sup>2</sup> /L            |
| Gloss                      | EN ISO 2813 | <10 Gloss<br>Matt                 |

#### Available colours

Gold and silver bases can be coloured with the tintometric system. For colour selection, refer to the Color Collection Allure chart.

## LAYING

### Dilution and preparation of the product

The product is ready to use, with the possibility of adding a maximum of 5% by volume of water.

Mix gently until workable. For a perfect homogenisation of the dye, prefer mixing with a spatula, then stir in the mixer.

### Application tools

Brush (Spalter). Use a plastic spatula to distribute any build-up of product better.

### Preparation of the substrate

#### NEW WALL SURFACES

Concrete, plasterboard and cement-based plasters: make sure that the substrate is perfectly seasoned; always apply at least one coat of MULTIQUARTZ base coat to regulate absorption and wait for it to dry completely.

#### OLD SURFACES ALREADY PAINTED OR PARTIALLY DEGRADED

In case of dirt and mould, before carrying out any operation, it is necessary to perform a treatment with specific anti-mould sanitising products, taking care to leave them to act before carrying out a suitable cleaning.

Carry out a careful scraping (mechanical or manual) in order to remove every element that is detaching or in any case is not perfectly cohesive and anchored to the substrate; assess if the complete removal of old paint is necessary.

In case of dusting and chalking, it is necessary to apply a coat of PRYMER ACQ water-based acrylic fixative; after 6-8 hours, apply a coat of MULTIQUARTZ base coat and wait for it to dry completely (6-8 hours) before applying the decorative finish.

#### WALL SURFACES WITH LIME PLASTER OR CEMENT-LIME MORTAR

In case of dusting and chalking, it is necessary to apply a coat of SILICA FONDO SD; after 24 hours, apply a coat of MULTIQUARTZ and wait for it to dry completely (6-8 hours) before applying the decorative finish.

In the case of cohesive and compact substrate, it will be sufficient to apply a coat of MULTIQUARTZ and wait for it to dry completely (6-8 hours) before applying the decorative finish.

*WARNING: in the presence of a mineral substrate it is technically correct to assess whether to prefer applying a mineral or lime-based decorative finish, in order not to alter the breathability of the substrates.*

### Application system

- Apply one coat of ALLURE by brush (Spalter), with crossing movements to distribute the product on the wall until the desired decorative effect is achieved

- Blend, smoothing the finish in one direction with the brush. If necessary, remove any build-up by passing a plastic spatula over the surface
- We recommend applying the product by proceeding with portions of the wall of about 1 m<sup>2</sup> at a time
- Touch dry: 1 h
- Dry in depth: 12-24 h

## Conditions of application

- Relative humidity must not exceed 75%
- Apply on homogeneous substrates, complete the walls without stopping, avoid the recovery of material that is now dry
- ambient and substrate temperature: min. +5°C / max. +35°C;
- relative humidity of the environment: <75%;
- substrate humidity: < 10 of R.H.

## Practical advice

- Protect against frost; close the container after use
- Do not apply on damp substrates
- Starting from the corner furthest from the light source in the room, apply the product from the top of the wall downwards
- With the construction site in progress, to limit the visibility of interruptions, consider proceeding along the wall with diagonal rather than vertical work sequences

## Known incompatibilities

None.  
For any use other than that indicated in this technical data sheet, contact our Technical Assistance Service

## Cleaning of tools

With water immediately after use.

## Safety Precautions

- Keep the container tightly closed after use, away from heat sources, away from frost and direct sunlight
- The safety information for the user is contained in the relevant safety data sheet
- Empty containers must be disposed of in compliance with local regulations.

## Warnings

We advise to check the colour after it has completely dried.

## OTHER INFORMATION

### VOC classification (Directive 2004/42/EC)

Paint for decorative effects.  
EU VOC limit value for ALLURE (cat. A/I): 200 g/L (2010). ALLURE contains a maximum of 200 g/L of VOC.

### Other technical information

|                       |        |                                   |
|-----------------------|--------|-----------------------------------|
| Technical information | Method | Main data at 20°C and 60% of R.H. |
|-----------------------|--------|-----------------------------------|

|                      |             |                    |
|----------------------|-------------|--------------------|
| Density              | ISO 2811-1  | approx. 1.280 g/ml |
| Brookfield viscosity | ASTM D 2196 | approx. 10000 cps  |
| Flash point          | UNI 8909    | Non-flammable      |
| Binder               |             | Acrylic            |
| Storage life         | UNI 10154   | At least 12 months |

## ITEM SPECIFICATIONS

Application of ALLURE metallic pearlescent effect decorative finish, based on acrylic resins in aqueous emulsion.

ALLURE, in the colour chosen by the P.M., must be applied by brush (Spalter) on walls that have never been painted or painted and suitably prepared with MULTIQUARTZ primer.

Indicative yield 8÷10 m<sup>2</sup>/L.

Price on site € \_\_\_\_\_ per m<sup>2</sup> including materials, labour and excluding scaffolding, protections and any surface preparation.

All the technical indications contained herein are the result of our best experience, are indicative and do not constitute a guarantee of results. The data and methods shown on this technical data sheet can be modified at any time depending on any change in production technologies. The application of the products takes place outside our control and therefore falls under the sole responsibility of the customer. The correct use of the materials assumes compliance with the general requirements for use set out in the GENERAL CONSIDERATIONS page of the PRODUCT INFORMATION SHEETS collection and in particular with what is indicated in this sheet, especially with regard to the preparation and suitability of the supports. The technical service of Cromology Italia spa is available to users to provide additional information to that reported here. THIS DATA SHEET REPEALS AND REPLACES ANY PREVIOUS EDITION.

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