



## TRUMP

HIGH COVERAGE EXTERIOR EMULSION

### EXTERIOR EMULSION PAINT

#### PRODUCT DESCRIPTION

Trump Exterior Emulsion Paint is a convenient choice for users of acrylic emulsion paint, which provides protection with decoration. Trump can be used for interiors also.

Trump Exterior Emulsion Paint: provides quality with economy, fade resistant, contains special biocides which protect the paint film against algae and fungi, superior spreadability, good resistance to ultra-violet radiation, provides good alkali resistance, forms film which is permeable to vapour/air and impermeable to rain water, durable protection.

#### SURFACE PREPARATION

##### PLASTER

New masonry surfaces must be allowed to cure completely. Recommended curing time is 28 days minimum. A coat of Snowcem Special CW Primer is recommended for best performance.



##### CLEANING

Surface should be free from any loose paint, dust or grease. Growth of fungus, algae or moss should be removed by wire brushing and water. For old, friable and difficult surface: A coat of **Snowsol stabilising solution** is recommended. For detailed information please refer **Snowcem Special (CW) Primer / Snowsol** Technical literatures.



##### FILLING THE CRACKS, HOLES & DENTS

For filling cracks upto 3mm, holes and dents use **Snowcare 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 get the repairs done before the top coat application.

#### PAINT APPLICATION PROCESS

APPLICATION	RECOATING PERIOD
STEP 1 <b>SNOWCARE WALL PUTTY</b> (OPTIONAL) TROWEL	O/N
STEP 2 <b>SNOWCEM SPECIAL CW PRIMER</b> BRUSH / ROLLER / SPRAY	4 hrs
STEP 3 <b>TRUMP EXTERIOR EMULSION PAINT</b> BRUSH / ROLLER / SPRAY	4 - 6 hrs
STEP 4 <b>TRUMP EXTERIOR EMULSION PAINT</b> BRUSH / ROLLER / SPRAY	4 - 6 hrs

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

**HORIZONTAL SURFACES LIKE TOP OF WINDOWS, LEDGES SHOULD BE PAINTED WITH 3 COATS OF TRUMP FOR GREATER PROTECTION**

**APPLICATION OF PRIMER IS MANDATORY**

#### PRODUCT FEATURES

**High Opacity**

**Acrylic Paint System**

**Shelf Life Of 5 Years In Low Rainfall Areas**

**Anti-Algal / Anti-Fungal**

**3 - 4 Years Of Life**

#### COLOURS AVAILABLE

**1500+\***

\*Currently available in more than 1500 shades as per the Snowcem Paints Colour.



#### MIXING RATIO

Mix 2 Parts of **Trump Exterior Emulsion Paint** with 1 part of clean potable water by volume for better brushability.



#### COVERAGE

Coverage 110-150 Sq. ft. per liter per coat. Actual coverage may vary according to the porosity and texture of the surface. For abundant precaution, an initial trial may be undertaken to determine covering capacity on very rough or abnormal surfaces.



#### AVAILABLE PACK SIZES

The pack sizes available for **Trump Exterior Emulsion Paint** are 20ℓ, 10ℓ, 4ℓ and 1ℓ





## TRUMP

HIGH COVERAGE EXTERIOR EMULSION

### EXTERIOR EMULSION PAINT

#### TECHNICAL DETAILS

<b>Nature</b>	Thixotropic free-flowing liquid
<b>Base</b>	Special acrylic emulsion binder
<b>Finish</b>	Smooth finish
<b>Drying time</b>	15 - 20 minutes for touch dry
<b>Shelf life</b>	1 year
<b>DFT</b>	50 - 60 microns

#### HANDLING & STORAGE

Keep containers airtight during handling and storage to avoid loss of material. Store Trump in a cool dry place and also protect it from extreme climatic conditions during storage, in transit and at site.

#### PRECAUTIONS

It is not advisable to use any waterproofing chemical as base, top coat or additive. Over dilution of Trump may result in shade variation, poor hiding, poor bonding or flaking. Excessive brushing and stretching are also to be avoided. No thinner or universal stainer is to be used with Trump Exterior Emulsion Paint.

#### SAFETY MEASURES

Kindly refer to the MSDS for Trump Exterior Emulsion Paint 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. In case of skin contact immediately wash skin with soap and plenty of water. Get medical attention if irritation develops or persists.

Wear eye protection during application. In case of contact with eyes, rinse immediately with plenty of water and seek medical advice. 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.

#### POST PAINTING CARE

**For the best performance of the paint, ensure proper washing and cleaning at regular intervals of six months.**

#### Corporate office:

3rd Floor, Agrima Business Centre, N. K. Mehta International House, 178, Backbay Reclamation, Babubhai Chinai Marg, Mumbai - 400 020. Maharashtra, India.

#### Branches:

Ahmedabad | Bangalore | Ghaziabad | Jaipur | Kochi | Kolkata | Mumbai | New Delhi | Pune | Secunderabad

#### CFA Locations:

Cuttack | Indore | Jamshedpur | Kanpur | Nagpur | Raipur | Salem | Visakhapatnam

Eco-friendly Commitment: All products of Snowcem Paints are Lead, Chromium and Mercury free

Please consider the environment before printing it.

#### GREEN BUILDING PARAMETERS

Trump qualifies for "GREEN BUILDING CRITERIA"

#### REFERENCE

Type of Paint	LEEDS*	TERI GRIHA*
Exterior Flat	100 g/l VOC	100 g/l VOC
Interior Flat	50 g/l VOC	50 g/l VOC

As per IS 15489 : 2004, Section 6.12.2.1 specifies the "product not to contain more than 5%, by mass, Volatile Organic Compounds"

\* LEED - Leadership in Environment and Energy Design, USA.  
# TERI - The Energy and Resource Institute, India.  
GRIHA - Green Rating Integrated Habitat Assessment.

#### VOLATILE ORGANIC COMPOUNDS

Trump Exterior Emulsion Paint contains less than 40 g/l VOC

Trump Exterior Emulsion Paint contains 1-3% VOC.



#### HEAVY METALS

Trump Exterior Emulsion Paint is free from lead, chromium (VI), cadmium, mercury and its compounds.



#### HAZARDOUS CHEMICALS

Trump Exterior Emulsion Paint does not contain harmful compounds like formaldehyde, phenolic compounds, benzene, etc.

