

PRODUCT CODE 1062

## Apex Ultima Allura Venezia

Asian Paints Apex Ultima Allura Venezia is a fine grain textured finish for exteriors imported from Italy. It replicates the rustic Italian exteriors, offering a subtle, sophisticated finish on the wall. It is a water-based product based on advanced siloxane-modified acrylic binders.

### PRODUCT BENEFITS

#### Water Vapour Permeability

Apex Ultima Allura Venezia has excellent vapour permeability, letting walls "breathe" by allowing water vapour to pass outward through its film.

#### Strong Water Repellence

The superior water repellence to wind-driven rain and running water offered by Apex Ultima Allura Venezia protects buildings for a longer time.

#### High Erosion Resistance

High erosion resistance enables the finish to resist the damaging effects of pollution, ensuring that the finish retains its subtle charm for years.

#### Anti-Mould Performance

The anti-mould performance ensures the finish overcomes the negative impact of weather and mould.



asianpaints

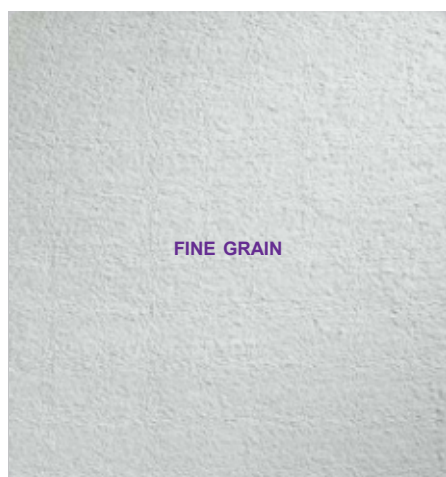
LEAD FREE<sup>TM</sup> GUARANTEE

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



### PRODUCT FEATURES

#### FINISH



FINE GRAIN

Tough Texture: Lasts long and ensures low maintenance

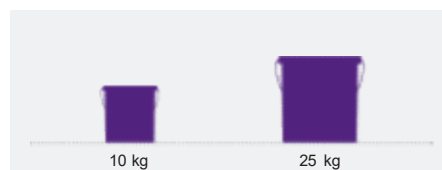
#### COLOURS AVAILABLE

1500+\*



\*Apex / Apex Ultima / Apex Ultima Metallic needs to be applied as a topcoat.

#### AVAILABLE PACKS



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

#### COVERAGE

On normal masonry surface by a steel trowel

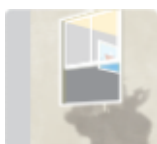


1 COAT  
5 - 6 sq.ft/kg\*\*

\*\*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 finesand in the ratio 1:3

**Apex Ultima Allura Venezia should not be applied on surfaces/ substrates that are subjected to continuous seepage or dampness.**

#### PAINT APPLICATION PROCESS

APPLICATION	PRODUCT CODE	THINNER	DILUTION % (BY VOLUME)	APPLICATION* VISCOSITY (SEC)	RECOATING PERIOD* (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 / PROFESSIONAL EXTERIOR PRIMER BRUSH/ SPRAY/ ROLLER	0065 1019	WATER	BRUSH 90 - 110 SPRAY 40 - 45 ROLLER 90 - 110	BRUSH 15 - 18 SPRAY 33	4 HRS
HORIZONTAL SURFACES LIKE TOP OF WINDOWS, LEDGES SHOULD BE PAINTED WITH 3 COATS OF APEX ULTIMA FOR GREATER PROTECTION					
APPLICATION OF PRIMER IS MANDATORY INCASE OF REPAINTING					
STEP 3 FIRST COAT ASIAN PAINTS APEX ULTIMA ALLURA VENEZIO STEEL TROWEL	1062	N/A	NOT RECOMMENDED	N/A	12 - 16 HRS
STEP 4 2-3 COATS ASIAN PAINTS APEX ULTIMA/APEX/PROPEX BRUSH/ SPRAY/ ROLLER	0068 0012 1030	WATER	BRUSH MAX 40 SPRAY MAX 40 ROLLER MAX 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.  
\* Asian Paints Wall Putty is recommended for surfaces with high undulation.

## HOW TO CHOOSE COLOURS

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

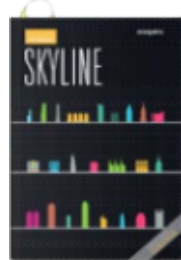
COLOUR SPECTRA FAN DECK\*



ULTIMA BOOK OF COLOUR  
(FOR HOMES)



IMAGINE EXTERIORS SKYLINE  
(FOR RESIDENTIAL TOWERS)



VENEZIO BROCHURE



\*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.



Note: Texture/pattern will not show on the image

## ADDITIONAL INFORMATION

### VOC CONTENT



LOW VOC  
CONTENT

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

### 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 2 - 4 hrs
- b. **Sheen levels:** NA
- c. **Flash point IS101/1987 Part 1, Sec 6:** NA
- d. **Stability of thinned paint** - To be used within 24 hours

### PRECAUTIONS

- > Do not apply when ambient temperature is less than 5°C or if the temperature might drop to this level within 4 hrs of application.
- > Do not apply during rainfall. If the application has to be done in wet weather, ensure adequate covering of the substrate to keep out of rainfall completely.
- > Use of Universal Stainers or colourants is not recommended.
- > Do not keep material open for a long time.
- > Product cannot be applied on surfaces/substrates that are subjected to continuous seepage or dampness.
- > Ensure a dry, clean substrate for application devoid of salt stains, grime or grease.
- > Stir well before use.

### SAFETY FEATURES

- > Kindly refer to the MSDS for Apex Ultima Allura Venezia 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.