

PRODUCT CODE 0024

## Apex Advanced Dust Proof

Asian Paints Apex Advanced Dust Proof Emulsion is a smooth water-based, modified acrylic, exterior wall finish with silicon additives and improved anti-algal properties. The new Dust Proof Technology resists dust from settling onto the walls.

### PRODUCT BENEFITS

- Dust Proof Technology**  
 Apex Advanced Dust Proof has been fortified with Dust Proof Technology which helps to keep your homes clean for a long time.
- Weather Guard**  
 Apex Advanced Dust Proof is specially formulated to withstand extreme tropical conditions of high rainfall, humidity and heat
- Fantastic Shade Range**  
 Apex Advanced Dust Proof comes in over 1700 attractive shades that include dark shades that provide excellent hiding

- Excellent Anti-algal Performance**  
 Apex Advanced Dust Proof provides excellent resistance to growth of algae and fungi on the walls. This prevents appearance of black spots on walls due to algal growth
- Excellent Protection against UV Attack**  
 Apex Advanced Dust Proof 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
- Warranty**  
 Apex Dust Proof comes with a comprehensive 5 year performance warranty\* which can be attributed to its best in class film integrity and sustained superior performance in field  
\* FOR FURTHER DETAILS PLEASE REFER TO THE APEX DUST PROOF PRODUCT WARRANTY BOOKLET



WATER BASED

**LEAD FREE\* GUARANTEE**

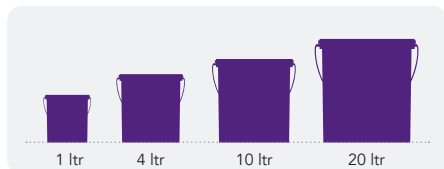
\* All Asian Paints products contain no added Lead, Mercury, Arsenic or Chromium from April 2008.

### PRODUCT FEATURES

#### ANTI-ALGAL PERFORMANCE



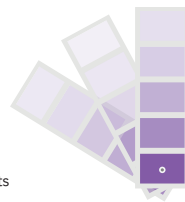
#### AVAILABLE PACKS



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

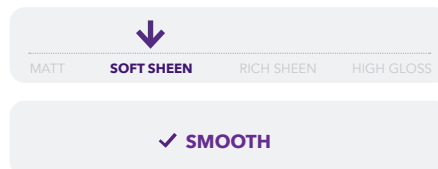
#### COLOURS AVAILABLE

1700+\*



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

#### FINISH



Refer to sheen levels in technical details

#### COVERAGE

On normal masonry surface by brushing

**1 COAT**  
10 - 13 sq. mtrs. /ltr\*\*

**2 COATS**  
5 - 6 sq. mtrs. /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 TruCare 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>3</sup> (HOURS)
STEP 1 ASIAN PAINTS TRUCARE WALL PUTTY (OPTIONAL)	0079	WATER	BASED ON REQUIREMENT TO FORM PASTE	PASTE FORM	4 HRS
STEP 2 ASIAN PAINTS TRUCARE 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 ASIAN PAINTS APEX ADVANCED DUST PROOF EXTERIOR EMULSION BRUSH / ROLLER / SPRAY	0024	WATER	BRUSH 40 ROLLER 40 SPRAY 40	BRUSH 25 - 35 SPRAY 25 - 35	4 - 6 HRS
STEP 4 SECOND COAT ASIAN PAINTS APEX ADVANCED DUST PROOF EXTERIOR EMULSION BRUSH / ROLLER / SPRAY	0024	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.

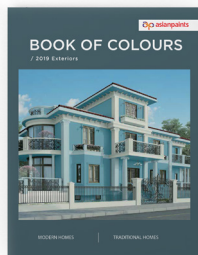
## HOW TO CHOOSE COLOURS

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

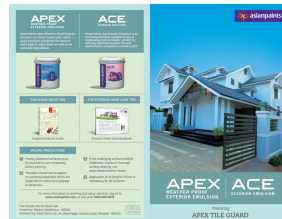
COLOUR COSMOS FAN DECK\*



BOOK OF COLOURS  
(FOR 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

## ADDITIONAL INFORMATION

### VOC CONTENT



**LOW VOC  
CONTENT**

Asian Paints Apex Advanced Dust Proof 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 Advanced Dust Proof White (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

- Drying time: Surface dry time 30 min
- Flash point IS101/1987 Part 1, Sec 6: NA
- Stability of thinned paint: To be used within 24 hours

### PRECAUTIONS

- > Do not apply when ambient temperature is less than 10°C or if the temperature might drop to this level within 4 hours 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. For extremely rough surface including textures: Application by brush is recommended to ensure all the grooves are covered well.
- > Paint will not cover existing cracks, proper care to be taken to ensure the cracks are filled first and then topcoat is applied.
- > For surfaces having heavy algal infestation, proper cleaning followed by application of BIO BLOCK is mandated.
- > Primer coat or only one coat of topcoat should not be kept exposed in monsoon. Complete application before monsoon to be ensured.
- > Specially in pre-monsoon season, horizontal surface to be coated first and then vertical. This will help reduce the streak marks of algal growth if any.
- > For best performance ensure that the surface is dry. On moisture meter it should be under the green zone. In case it is in Red zone, find out the source of water and address it before painting.
- > pH of wall to be below 12, if higher use of Smart Care Primero recommended.
- > Thinned paint should be consumed within 24 hours of dilution. Accordingly it is recommended to thin down only necessary amount of paint. Post 24 hours thinned paint may be susceptible for microbial attack.
- > Ensure not to use Chlorinated water for dilution.

### SAFETY FEATURES

- > Kindly refer to the MSDS for Asian Paints Apex Advanced Dust Proof 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.