A HOME THAT IS TRULY YOU.

The Apex Ultima Book of Colours showcases over 10 colour combinations for your exterior walls applied across 7 different styles of houses. Just follow a simple colour and paint mixing palette to add a dash of personality to a home that truly you.

AT ASIAN PAINTS, WE BELIEVE THAT COLOUR CAN MAKE A DRAMATIC IMPACT IN THE WAY WE LOOK AT OUR HOMES. IT CAN BRIGHTEN UP THE MUNDANE, ELEVATE THE SUBLIME, ADD A DASH OF PERSONALITY TO CONCRETE AND BRICK, AND CREATE A TRUE EXPRESSION OF SELF THAT MAKES A DIFFERENCE NOT JUST TO YOU, BUT TO THE LANDSCAPE AROUND YOU. CREATE A DISTINCT MOOD, PIECE TOGETHER THAT PERFECT SELECTION OF SHADES, AND SHOW THE WORLD YOUR TRUE COLOURS. HAPPY PAINTING!
### PICK A COLOUR RANGE

Newport armoires (A), Medium (M), Rich (R)

<table>
<thead>
<tr>
<th>LIGHT</th>
<th>MEDIUM</th>
<th>RICH</th>
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<td>[Colour swatches]</td>
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### APEX ULTIMA

with colour stay®
LIGHT

STEP 2

CHOOSE A COLOUR FOR THE BODY OF THE HOUSE

Select a main colour for your exterior walls.

From the 7 colour families shown here:

Reds, Oranges, Yellows, Greens, Blues, Grays & Browns and Whites.

1. REDS
   - Ta
   - Tb

2. ORANGES
   - 2a
   - 2b

3. YELLOWS
   - 3a
   - 3b

4. GREENS
   - 4a
   - 4b

5. BUDES
   - 5a
   - 5b

6. GRAYS & BROWNS
   - 6a
   - 6b

7. WHITES
   - 7a
   - 7b
## Explore the Trims

Each body colour comes with two trim colour suggestions. Choose a trim to complete the palette.

### Red
- **First Drawn**
- **Bed of Roses**
- **Transquil Tones**

### Orange
- **Coral Blocks**
- **Ancient Oak**
- **Blossom Tin**

### Yellow
- **Desert Sun**
- **Pure White**
- **Shades of Zest**

### Green
- **Seasonal View**
- **Yellow Ink**
- **Cearlanka**

### Blue
- **Breezy Blue**
- **Winter Sky**
- **Pepper Leaf**

### Grey
- **Meadow Lark**
- **Birch**
- **Spice Variety**

### White
- **Cream Pudding**
- **Granny Land**
- **Garden Bench**

## Additional Colour Combinations

- **Rose Bud**
- **Nimbus Shower**
- **Captivating**

- **Pink Flamingo**
- **Woodlands**
- **Shiny Grey**

- **Grande Prize**
- **Milk Green**
- **Milk Toffee**

- **Coral Shell**
- **Ogre**
- **Thunder**

- **Candlewick**
- **Ferns Moss**
- **Rancid Yellow Stone+I**

- **Shredded Wheat**
- **Ceramic Line**
- **Banana Cream**

- **Flowing Green**
- **Barkery Oak**
- **Fim Blue**

- **Tropical Green**
- **Gum Wood**
- **Warmest One**

- **Red Teal**
- **Silver Spring**
- **Desert Sun**

- **Minkery Blue**
- **Banana Cream**
- **Stone of Nature**

- **Whispering Ozone**
- **Asi Grey**
- **R site Wall**

- **Mochachino**
- **Cream Pudding**
- **Sandman Brown**

- **Sunset**
- **Warmstone**
- **Rock Robin**

- **Pure White**
- **Warmstone**
- **White Robin**

Colors shown here are indicative only. Use Acard Chart for exact colour reference.
Lighter the Shade, Grander the Feature

Colour can create an illusion of size and space, making structures look larger or smaller than they actually are. Light colours amplify scale – columns look taller, cornices more magnificent and every intricate detail blossoms in the light.
CHOOSE A COLOUR FOR THE
BODY OF THE HOUSE

Select a main colour for your entrance walls
from the Colour Families shown here:
Reds, Greens, Yellows, Greens, Blues,
Greys & Beiges and Beiges & Whites.
Natural Shades with Natural Surfaces

Create a harmoning of natural shades and surfaces by playing medium colours like coral and darker greys.

The medium range in complementary shades brings out the beauty of contrast colours.
RICH

CHOOSE A COLOUR FOR THE BODY OF THE HOUSE

Select a main colour for your exterior walls.

Reds, Oranges, Yellows, Greens, Blues,
Greys & Browns and Whites are available.

1. Red
2. Orange
3. Yellow
4. Green
5. Blue
6. Grey
7. White

APEX ULTIMA

...colour story...
RICH TONES

OTHER COLOURS IN YELLOW

Colour bars shown here are indicative only. For actual finish, consult electical/ventile for exact value references.
Higher the Contrast, Better the Highlight

Be bold. Rich contrasts can add an interesting dimension to a house—highlight accents, escape monotony and accentuate modern architectural details that define the character of the building.
Looking to paint? Check out the Asian Paints Exterior range of products, designed to keep your home beautiful forever. Your home is your haven. It echoes your tastes, likes and personality. You spend time and money in making it beautiful and ensure that you give it only the best of everything. Now, give it the protection it deserves with a range of best-in-class exterior products designed to take care of your exterior walls.

### Apex Ultima Protek

Apex Ultima Protek is India’s most advanced exterior painting system that gives your structure holistic protection along with unmatched beauty. With properties like superior waterproofing, dust and corrosion resistance, Apex Ultima Protek system combats sun, dust, wind and other forces of nature to ensure your home doesn’t just look good; it stays protected for long.

### Apex Ultima

Apex Ultima is a high performance exterior wall finish. It comes with a unique Colour Stay technology, which ensures long-lasting colours. Its high dirt pick up resistance and advanced anti-efuse formula ensures that the walls remain clean and fresh looking for a long time.

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**HERE’S WHY THE APEX ULTIMA PROTEK SYSTEM IS BEST FOR YOUR EXTERIORS**

**Effective Waterproofing**

The superior waterproofing capabilities of the Apex Ultima Protek System forms an effective barrier against water penetration thereby prohibiting external water ingress.

**Excellent Crack Bridging**

With a crack bridging ability of up to 2 mm and higher elongation, cracks are easily covered. Since it comes with reinforcemnet, the film effectively stops spalling and dust from entering.

**Structural Protection**

Non-porous and anti-carbonation film does not allow carbon dioxide and chloride ions to penetrate, thus maintaining the integrity of the structure and deterring the carbonation process. This keeps corrosion at bay thereby offering better structural protection.

**Superior Cleanability**

Heat streaks, oil stains, bird droppings, or anything else that mars the beauty of your home can now be easily washed away with better cleanability.

**Anti-Algal Property**

Advanced bi-pigment prevents the formation of algae on the exterior walls and keeps them free from black spots and blennethine, ensuring that the beauty of your exteriors doesn’t fade.

**Anti-Fading Property**

With the help of a revolutionary technology that contains special UV resistant pigments, the degradation process of paint is slowed down, even in harsh sunlight. A special binder formulation provides additional protection to the paint film, keeping colours fresh and homes as good as new.
PRESENTING
APEX ULTIMA

HERE'S WHY APEX ULTIMA IS THE TRUSTED EXTERIOR EMULSION

Colour Stay™: Love to have your wall colour stay sparkling new? Ultima comes with the revolutionary Colour Stay™ technology, which has special additives that prevent the paint film from tarnishing. In addition, it also contains UV resistant colour pigments to ensure brighter and cleaner shades.


Wide Shade Range: Did someone say options? With Ultima, you can choose from over 1600+ shades, across a wide spectrum of colours including metallic tones and vibrant shades.

Dust Pick-Up Resistance: Do your exterior walls tend to catch dust easily? With its unique Dust Pick-Up Resistance (DPUR) property, Ultima prevents dust from settling on the wall surface, and in turn, retains the fresh look of your walls.

7-Year Performance Warranty*: Now even your walls will feel assured. Ultima introduces a first of its kind 7-year performance warranty. This warranty covers product performance against fading, flaking, peeling, algae growth and fungal growth as well. (Please refer to the Apex Ultima product and warranty guide for more details).

*Conditions apply

RECOMMENDED PRODUCTS FOR BEST PERFORMANCE

Asian Paints Wall Putty: is a specially designed product based on white cement. It can be used for filling and levelling surface imperfections on rough cement plasters, thus providing a smooth and uniform finish for subsequent painting. Recommended for uneven surfaces.

Asian Paints Exterior Primer: is an undercoat that enhances the performance of the top coat due to its excellent adhesion and finish. Mandatory for all surfaces.

Apex Tileguard: is a high-performance coating that protects the roof tiles of your home, by forming a protective shield with its superior water repellency and anti-fungal properties. It is available in a wide range of high sheen shades.

Exterior Sealer: Acrylic co-polymer based surface conditioner that provides superior sealing of the surface. Reduces the amount of topcoat absorbed by the surface ensuring effective use and also fights lime blooming.
RECOMMENDED PRODUCTS FOR BEST PERFORMANCE

Damp Block: It offers excellent waterproofing for interior surfaces. Especially areas around bathrooms, kitchen etc that are susceptible to dampness are effectively waterproofed. Its high adhesion to cement plaster makes it easy to apply.

Damp Proof: It offers excellent waterproofing by covering the topcoat effectively and bridging hairline cracks that might allow ingress. Its anti-carbonation properties help prevent corrosion while its heat-proof abilities help keep interiors cool.

Crack Seal: With its crack filling ability of up to 3 mm, Crack Seal effectively prevents the entry of water that could lead to dampness. Its flexible nature helps to accommodate minor movements and can be used on both, interiors and exterior surfaces.

Bio Block: A water-based acrylic pre-treatment coating that prevents the formation of algae or fungus on your walls. This keeps your walls free from ugly looking patches and enhances the topcoat.

Primero: Specially designed for green plasters and M sand substrates, it provides excellent resistance to water permeability. Its strong adhesion to the topcoat prevents peeling and it also fights efflorescence and lime blooming.

SYSTEM OF PAINTING

1. Clean the surface thoroughly using a wire brush and remove loose material from the surface.
2. Surface imperfections such as dents, dings, fine cracks are to be filled with Asian Paints Wall Putty or a mixture of white cement & fine sand in the ratio of 1:1.
3. For both fresh as well as repainting surfaces, apply one coat of Asian Paints Exterior Wall Primer by mixing primer and water in the ratio of 1:1.
4. Apply 2.5 coats of Asian Paints Aqua Colour, by diluting the emulsion with recommended amount of water. Keep an interval of 4-6 hours between two coats.

PRE-PAINTING PREPARATION

1. Freshly plastered surfaces must be allowed to cure completely before painting.
2. Paint should not be applied on surfaces/substrates which are subjected to continuous seepage or dampness.
3. Application of Exterior Wall Primer is mandatory for all surfaces. Not doing so can lead to failure of the paint film.
4. If the underlying surface exhibits chalkiness, imprints of thorough surface cleaning, use Asian Paints Exterior Sealer.
5. Dark shades in exterior emulsion will need at least 3 coats of application for proper hiding.
6. More absorbent surfaces may require two coats of primer.
7. Prices of products may vary depending on the colours chosen. Generally darker and metallic colours are more expensive compared to pastel colours.

TIPS FOR PAINTING

1. Insist on recommended number of primer and top coats.
2. Ensure coverage does not exceed more than 10% recommended figure.
3. Insist on 3 coats of paint on horizontal surfaces of exteriors.
4. Allow enough time for curing and drying.

*Read before use
Looking for INTERIOR Colour Guidance?
Refer to the royale Book of Colours