

PRODUCT CODE 0068

Apex Ultima

Asian Paints Apex Ultima Advanced Anti-algal Weather Proof is a water-based, 100% Acrylic smooth emulsion with silicon additives that offers an anti-algal and high performance exterior wall finish.



PRODUCT BENEFITS



Colour Stay™ Technology

Apex Ultima uses specially formulated high-performance colour pigments and binder technology, which offer excellent resistance to ultraviolet radiation. This ensures brighter, cleaner shades that will not fade, ensure your home continues to look beautiful over time.



Warranty

Apex Ultima comes with a comprehensive 7 year performance warranty*. (5 year warranty for coastal markets). * For further details please refer to the Apex Ultima Product Warranty booklet.



Advanced Anti-algal Formula

Apex Ultima contains an advanced Anti-algal Formula which fights the formation of algae and keeps away ugly black spots from your walls

Excellent Dirt Pick up Resistance

Apex Ultima is designed with a unique Dirt Pick Up Resistance (DPUR) property. It fights dust from settling on the wall surface and thereby retains the initial beauty.

Sheen

Apex Ultima offers excellent sheen, giving your newly painted home a classy finish.

WATER BASED

LEAD FREE* GUARANTEE

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

PRODUCT FEATURES

DURABILITY



✓ **BEST IN CLASS***

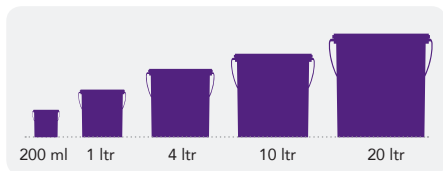
HIGH

MEDIUM

LOW

*Based on field results.

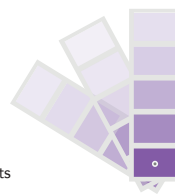
AVAILABLE PACKS



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

MATT SOFT SHEEN **RICH SHEEN** HIGH GLOSS

✓ **SMOOTH**

Refer to sheen levels in technical details

COVERAGE

On normal masonry surface by brushing



1 COAT
10 - 12 sq.m/l**

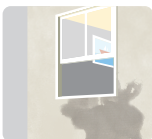


2 COATS
5 - 6 sq.m/l**

**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. When the underlying surface exhibits chalkiness, in spite of thorough surface cleaning, use Asian Paints SmartCare Primer.



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 a mix of 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 ¹ VISCOSITY (SEC)	RECOATING PERIOD ² (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 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 ULTIMA FOR GREATER PROTECTION					
APPLICATION OF PRIMER IS MANDATORY					
STEP 3 FIRST COAT APEX ULTIMA BRUSH / ROLLER / SPRAY	0068	WATER	BRUSH 40 ROLLER 40 SPRAY 40	BRUSH 35 - 45 SPRAY 35 - 45	4 - 6 HRS
STEP 4 SECOND COAT APEX ULTIMA BRUSH / ROLLER / SPRAY	0068	WATER	BRUSH 40 ROLLER 40 SPRAY 40	BRUSH 35 - 45 SPRAY 35 - 45	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

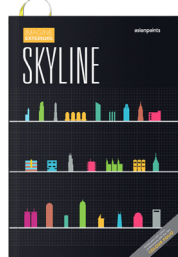
COLOUR SPECTRA FAN DECK*



ULTIMA BOOK OF COLOUR
(FOR HOMES)



IMAGINE EXTERIORS SKYLINE
(FOR RESIDENTIAL TOWERS)



APEX ULTIMA SAMPLER



*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.



ADDITIONAL INFORMATION

VOC CONTENT



LOW VOC CONTENT

Asian Paints Apex Ultima 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 Ultima White (shade code 0908)

POST PAINTING CARE

For the best performance of the paint, ensure proper washing of the painting surface and cleaning of all algal and fungal growth, if any, at regular intervals of six months. For any further information, please visit www.asianpaints.com/ultimacare

TECHNICAL DETAILS

- a. Drying time:** Surface dry time 30 min
- b. Sheen levels:** 3 - 12 at 60 deg GH
- 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 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 tint 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 hrs of dilution. Accordingly it is recommended to thin down only necessary amount of paint. Post 24 hrs 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 Ultima 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.
- Left-Over Paint Disposal: Left-over paint/drums should not be disposed in soil/drains. Consumers should consult a local recycling agency for proper disposal of paint/drums.