

TRUE MATT EMULSION

How to get the best finished result with our natural-based paint



True Matt Emulsion

About Our Paint

True Matt Emulsion is our beautiful, breathable bio-based paint that dries to an incredibly matt finish. It's suitable for interior use on newly-plastered or previously painted walls and ceilings, on gypsum or lime plaster.

BEFORE YOU START

Because True Matt Emulsion is made from natural ingredients, there may be subtle variations in shade between batches. If using more than one tin, mix the tins together to ensure uniformity of colour. Make sure you order enough paint for the whole project to avoid any slight variations.

Tip: Decant a percentage of paint into a clean resealable container to use for future touch-ups. Mark the colour, finish and date.

PREPARING THE WALLS

Make sure the surface is clean, completely dry and free from dirt, grease, oil and mildew. Previously painted walls should be washed with water or a distilled vinegar and water solution, to ensure a clean and dust free surface. Remove any loose, flaking or peeling material, fill in any flaws and sand to a smooth finish.

If painting on lime plaster, please ensure this has been left to dry thoroughly before painting. If the plaster had not been left to dry fully this will result in a poor finish. Lime plaster may need be moistened before applying True Matt Emulsion.

PRIMING / UNDERCOAT

For highly absorbent areas, for example, fresh lime or gypsum plaster, newly applied fillers and relatively new plasters, use a mist coat of True Matt Emulsion diluted with 20% water.

You do not need additional mist coats or under coats.

PAINTING

Please check the colour is correct then stir the paint thoroughly.

For best results, we recommend applying True Matt Emulsion with a short to medium pile roller, brush or airless spray equipment. The paint may be thinned if necessary with up to 10% water.

Paint or spray two coats uniformly, apply liberally and do not overspread.

Re-coat only when the previous coat is fully dry. Re-coating before this will affect the durability and the final look of the paint finish.

Always paint to a wet edge and paint in manageable sections, including cutting in, so these areas do not dry before painting or rolling up to them. Avoid partial drying and don't 'touch-up' between coats. Good ventilation improves drying times.

Do not paint when the temperature is below 8°C or above 30°C.

KEY FACTS

Touch dry time: 30 minutes

Re-coat time: 4 – 6 hours

Sheen level: 3%

Low VOC: Yes—0.07g/litre

Breathability: Water Vapour Permeability SD value = 0.004m

Emissions: A+

Abrasion Resistance: Washable

Certifications: BS EN ISO 7783:2018 & BS EN 71-3 2019 (Safety of Toys Standard)

USES

True Matt Emulsion is perfect for painting dry, absorbent, grease-free surfaces such as wallpaper, plaster and most common mineral surfaces. Easy to apply, it is highly breathable, perfect for use on new lime and gypsum plaster and sound, previously painted surfaces.

COVERAGE

12–15m² per litre per coat. Two coats are required.

Please note, coverage is dependent on absorbency of the substrate and application technique.

DRYING TIMES

Touch dry in 30 minutes.

Re-coat after 4-6 hours.

Fully cured and hardened in 5-7 days.

High humidity and lower temperatures extend drying times. Ensure good ventilation while the paint is drying.

THINNER

True Matt Emulsion is a thick emulsion and can be thinned with up to 10% of water if needed.

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MAINTENANCE & REPAIRS

Newly painted walls should not be wiped for 5-7 days. This gives the product time to fully cure and strengthen.

True Matt Emulsion is designed to be washed down with lukewarm water and diluted domestic washing liquid. Any sponges or cloths used should be soft and clean, with no hard edges or seams. The painted areas should not be flooded with water.

Grease and oil stains are unlikely to be removable from matt emulsion surfaces, as these will soak through into the wall. For such stains we suggest a drop of white vinegar in warm water and washing gently with a soft sponge or cloth. You can also try using a small amount of mild detergent and warm water. These methods are a last resort and only recommended for grease and oil stains and are not guaranteed to work.

TOUCHING IN

Sometimes you have to accept that a wall has been marked beyond repair. If a stain has soaked in or if the mark is a physical scuff, then touching in is the only solution. It is possible to touch in small areas of damage. Use a fine sponge (or soft lint free cloth) without hard edges. Randomly dab some thinned paint in all directions from the centre of the mark (rotating the dabs) and feathering out (using lighter dabs as you move out). The same result can be achieved using a soft brush. The touched up area may still be slightly visible, but should be greatly improved.

For best results on larger areas, we would recommend applying a single coat of paint across the entire wall or walls that are damaged – using the same batch of paint that you originally carried the work out with.

Paint colours change naturally over time from exposure to light, so we cannot guarantee perfect matches when touching in.

CLEANING & STORAGE

Remove excess paint from brushes and rollers and clean them immediately in warm, soapy water. Rinse in clean water then let them dry naturally.

Decant any leftover paint into smaller containers and label them with the type, colour, date and room/surface. Store any unused paint in a cool, dry, frost-free place, away from direct sunlight and sources of heat or ignition. Make sure the tin lid is replaced securely after use.

When unopened and stored in these conditions, True Matt Emulsion can be kept and used for up to two years.

SIZES

Available in A4 hand-painted sample cards, 2.5 litre tins and 5 litre tins.

COLOUR RANGE

Available in all colours.

INGREDIENTS & SOURCES

Pure Minerals—*Britain, no processing required*

Filtered Water—*Britain*

Bio-resin—*Bio-based raw materials including sugar, bio ethanol, vegetable oil produced from waste crops, castor oil and/or linseed oil – Germany*

Pigments—*including Titanium Dioxide – Britain*

Thickener—*0.1% – natural cellulose from wood pulp or cotton linter – Germany*

Preservative—*0.013% – Isothiazolinone – an organic preserving compound – Britain*

PH modifier—*0.001% – a natural ingredient to counteract variations found in other raw materials and to maintain the stability of the paint – Britain*

Contains no heavy metals and uses non-hazardous natural mineral materials.

DISPOSAL & RECYCLING

Do not empty this paint into drains or watercourses. Dispose of excess or waste paint via a licensed waste handling operator or through www.communityrepaint.org.uk.

Our metal containers are 100% recyclable. Please check with your local authority for details of how to recycle them safely.

HEALTH & SAFETY

Make sure the room you are painting is well-ventilated while you are working and when the paint is drying. Please avoid contact with your skin and eyes. In case of contact with eyes, rinse immediately with cold water and seek medical advice. After contact with skin wash immediately with plenty of soap and water.

Keep out of reach of children.

For further information, please visit our website or send us an email.