

FIRED EARTH

MATT EMULSION

product information and advice



— est. 1983 —

FIRED EARTH

MATT EMULSION

coverage

14m² per litre.

availability

- Available in 120 standard colours. Plus 54 archive colours
- Sizes: Sample pots 50ml, 2.5l, 5l
- To order either visit your nearest showroom, www.firedearth.com or call UK 0845 3660400.

features

- A water based paint with a chalky, matt finish.
- Minimal VOC content (Volatile Organic Compounds) – 0 – 0.29%
- Virtually odour free during application.
- A soft and wipeable emulsion.
- High opacity means excellent covering power.
- Very low roller spatter.
- Easy to apply and quick drying.
- Can be used as its own undercoat and as a primer onto plaster if diluted.

suitability

- Internal use only.
- Suitable for use on all common internal masonry surfaces including old plaster, plasterboard, cement render and suitably primed interior wood and metals surfaces subject to low traffic.
- Whilst wipeable, our emulsion is not considered washable. We would suggest using our Acrylic Eggshell in areas, such as kitchen and bathrooms, that need to be readily cleaned.
- Can be used on wood or metal but not recommended for doors or skirting boards.
- Not suitable for radiators.



Top: **Granite** paint. Bottom: **Mrs Booth** paint.

preparation

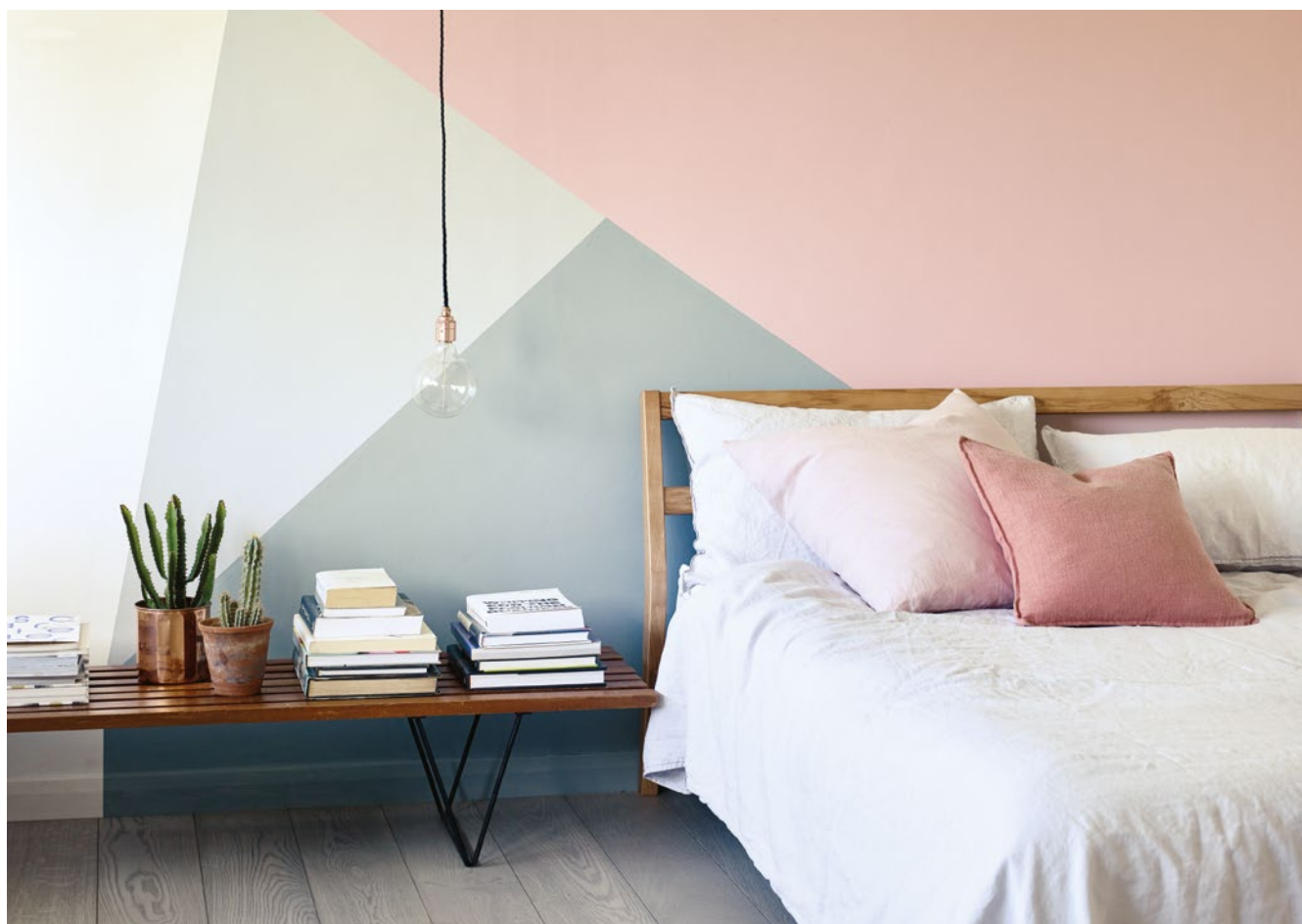
- Surfaces must be clean, dry and free from loose and flaking material, including dirt, grease etc.
- Repairs should be carried out prior to painting
- Areas contaminated with fungal or algal growth should be treated with a proprietary fungicidal agent or with 25% household bleach before painting.
- Surfaces previously treated with oil-based paint should be lightly abraded before painting.

application

- Do not apply in temperatures below 5°C or excessive heat above 30°C.
- Stir thoroughly before use.
- To ease application over porous surfaces, up to 5% volume of clean water may be added. In the case of very porous surface e.g. unpainted plaster, up to 25% thinning may be required in the first coat.
- Apply with a brush, roller, paint pad or airless spray.
- Two finishing coats will normally suffice.
- To avoid colour variation if more than one can is being used for a job, paint should be mixed together beforehand. Alternatively finish painting in a corner before starting a new can.
- Equipment should be cleaned with water immediately after use.

drying times

- Normally touch dry in 1-2 hours, re-coatable after 4 hours.



Wall painted in **Storm**, **Orchard Pink**, **Graphite**, **Skylon Grey** and **Yes Your Honour** paint.



Left: Bone White paint. Right: Wall painted in Peafowl and wardrobe painted in Mockingbird.

storage

- Always store paint tightly sealed in original container, out of extreme temperatures e.g. direct sunlight or frost, and away from children.

cleaning and disposal

- Upon finishing, remove as much paint as possible from the application equipment before washing with soapy water. Some local authorities have special facilities for the disposal of paint. Do not empty paint into drains or watercourses or dispose of where ground or surface water may be affected. Surplus paints are controlled wastes and should be disposed of in accordance with the regulations made under the Control of Pollution Act and the Environmental Protection Act.
- Fired Earth's Matt Emulsion paint is made in the UK and adheres to all European Environmental Directives.

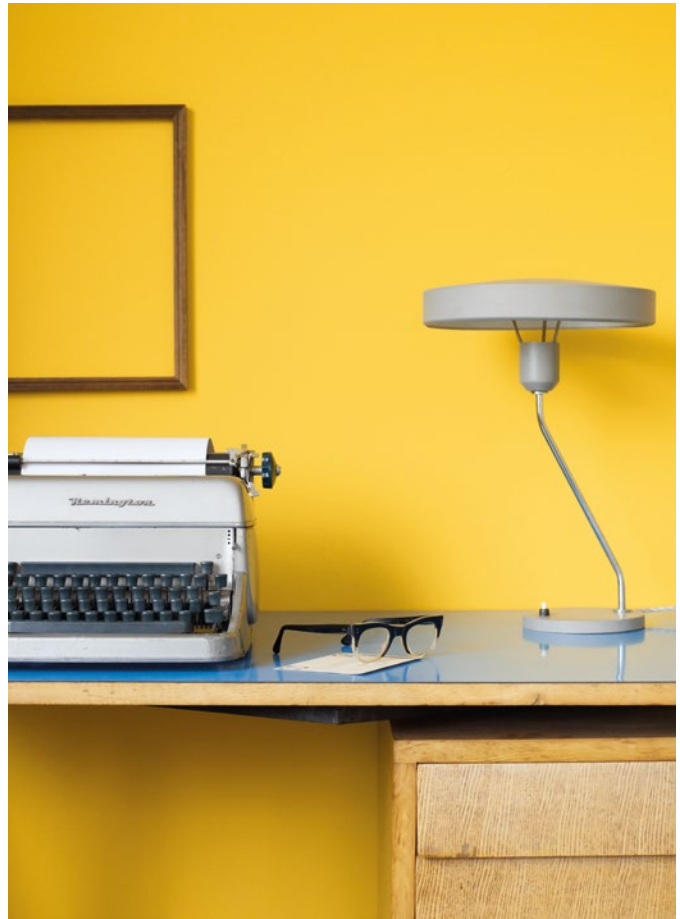
construction and technical information

- A water based acrylic emulsion made with a variety of traditional and modern pigments and acrylic binder.
- Contains: Pigments, extenders, polymers thickening agents and preservative. • Sheen Level Matt
- Specific Gravity 1.20-1.38
- Solids by volume 34% approximately
- Dry film thickness range 25-30 microns per coat on smooth surfaces

Left: Bone White paint. Right: Wall painted in Peafowl and wardrobe painted in Mockingbird.

environment

- Minimal VOC content – 0% - 0.29% (Volatile Organic Compounds). For minimal environmental impact and health implications all Fired Earth paints comply with European Commission VOC Product Directive 2004/42/CE, this directive designates the volatile organic compounds (VOC's) that may be added to a paint.
- Fired Earth paint is formulated with the environment in mind. We take care to choose the correct and safe materials and to be responsible in our actions. To this end we have successfully developed paints that cover exceptionally well thereby requiring fewer coats than ordinary paint.
- The manufacture of the Fired Earth paints is carried out with care and attention to the environment – our factory is certified to European Environmental Standard BS EN ISO 14001 for the manufacture of paints. This is the European Standard which covers Environmental Performance.



Aconite Yellow paint.

health and safety

- Ensure good ventilation during application and drying. When spraying, do not breathe spray and wear suitable respiratory protective equipment, Avoid contact with skin and eyes. In case of contact with eyes, rinse immediately with water and seek medical advice. After contact with skin wash immediately with plenty of soap and water or a proprietary skin cleanser. Contains Benz/Methyl/Chlormethyl – Isothiazolon – Less than 0.1%. May produce an allergic reaction with sensitive individuals.

KEEP OUT OF REACH OF CHILDREN.

disclaimer

The specifications and technical information given in this publication are intended for guidance and although they are to the best of our knowledge correct, they are given without warranty. We cannot accept any responsibility for reliance placed upon the advice contained herein since practical expertise and site conditions are outside of our control. Neither do we accept liability for the performance of the product arising from such use. This does not affect your statutory rights.