#### **Ecosure Applier Guide**



### "The Ecosure Range offers the best available finish combined with a lower environmental Impact"

Trusted by Steve Barlow,
Professional Decorator





# The environmentally focused product with no compromise on performance

# The performance and colour choice you expect from Dulux Trade

Ecosure is a range of high quality, long lasting finishes with excellent application characteristics and colour choice. These are water-based formulations with demonstrably low levels of embodied carbon and minimal VOC content. Environmentally focused products with no compromise on performance that enable you to help meet all your customers' sustainability goals and maintain your proud professional standards.

#### Proven to be better for the environment

**Dulux Trade** worked with leading sustainability experts Forum for the Future to develop the **Environmental Impact Analyser**. This delivers firm proof that **Ecosure** offers lower environmental impact than standard **Dulux Trade** formulations because it contains lower levels of VOCs and less embodied carbon.



# More reasons to choose the Ecosure range

## **Ecosure Matt**Dry Hiding Technology

When **Ecosure Matt** first goes on you may notice quite a lot of 'show through'. But don't panic, Dry Hiding technology kicks in as the paint dries and its water content evaporates. The opacity increases until the paint is dry and you can see its full hiding power.

# **Ecosure Gloss and Undercoat Non-yellowing**

Switching to a high quality water-based trim paint system such as **Ecosure** is the simplest way to achieve a permanently white finish, even in places with little natural light such as corridors.

Non yellowing and fast drying **Ecosure** Gloss and Undercoat have reduced environmental impact too, with low embodied carbon and low VOC levels.

#### Achieving a professional finish

**Ecosure** Gloss goes on smoothly without brushmarks when using a synthetic brush with damp bristles. Many professionals also find that lightly dampening the surface increases the open time.

Ecosure Gloss has different flow characteristics to solvent-based trim paints and is designed to be applied generously at first, then spread out afterwards. Understanding what's different about modern water-based paints will enable you to deliver the long lasting professional trim finish your customers expect.

#### **Ecosure Matt**

An environmentally focused\* matt finish for interior walls and ceilings

Water-Based
DATA SHEET 534





#### **Key Benefits**

With Dry Hiding technology delivering excellent opacity, **Ecosure** Matt provides a high quality finish to match any emulsion, plus the added advantage of lower enviromental impact.

#### **Application Guide**

	NCS2 and BS colours. Also available in Light & Space Absolute White
Pack sizes	5L, 10L^
Touch dry	Dependent on temperature and humidity
Recoatable	2-4 hours
Coverage	Up to 17m² per litre on sealed surfaces
Application	Brush, roller or spray
Thinning	This product can be thinned. Please refer to data sheet for details

**Colour range** PBW and over 14,000 colours, including **Colour Palette**,

- Zero VOC and zero solvent\*
- 20% less embodied carbon\*\*
- Water-based
- Opacity comparable with our standard Vinyl Matt when the paint is dry
- Unique Dry Hiding technology

When the paint first goes on you may notice quite a lot of 'show through'. But don't panic, the Dry Hiding technology is about to kick in. As the paint dries and some of its water content evaporates, the opacity increases. Wait until the paint is dry and you'll see its full hiding power.

<sup>^</sup> PBW only.

<sup>\*, \*\*</sup>See back cover for details.

#### **Ecosure Eggshell**

Environmentally focused durable mid-sheen finish for walls, ceilings and woodwork

Water-Based

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#### **Key Benefits**

Ecosure Quick Drying Eggshell is the latest addition to the Dulux Trade Ecosure range – a water-based paint featuring less embodied carbon and lower VOC# levels than conventional products, yet with truly outstanding finish, durability, opacity, spreading rates and colour choice.

#### **Application Guide**

Colour range	PBW and over 14,000 colours, including Colour Palette, NCS2 and BS colours
Pack sizes	5L
Touch dry	Dependent on temperature and humidity
Recoatable	4-6 hours
Coverage	Up to 17m² per litre on sealed surfaces.
Application	Brush
Thinning	This product can be thinned. Please refer to data sheet for details

- 40% less VOC content#
- 10% less embodied carbon#
- Water-based
- 10x tougher than Ecosure Matt
- Ideal for kitchens and bathrooms

This: A 2,000-cycle scrub test shows that new **Ecosure** Quick Drying Eggshell has excellent durability compared with other comparable finishes, leading to longer intervals between decorating.

#### **Ecosure Gloss & Undercoat System**

A professional quality gloss system that is water-based and therefore non-yellowing and quick drying.

Water-Based

DATA SHEET 534



#### **Key Benefits**

Combining high gloss with a lower environmental impact, the **Ecosure** Gloss and Undercoat system delivers all the advantages of a water-based system. This means that whites are not prone to yellowing, and yet it provides the standard of professional finish usually associated with **Dulux Trade**.

#### **Application Guide**

Goldan Talligo	Palette and BS colours Undercoat: PBW plus 18 tinted colours
Pack sizes	2.5L, 5L <sup>^</sup>
Touch dry	Dependent on temperature and humidity
Recoatable	6 hours
Coverage	Up to 16m² per litre on sealed surfaces
Application	Brush
Thinning	This product can be thinned. Please refer to data sheet for details

Colour range Gloss: PBW and more than 5,000 colours, including Colour

- Suitable for interior wood and metal
- 30% less embodied carbon when undercoat and gloss used as a system<sup>†</sup>
- Up to 72% less VOC content<sup>††</sup>
- Non-yellowing water-based system, delivering a smooth, even, high gloss finish

Tip: To get the best from the **Ecosure** Gloss system, lightly dampen both a synthetic brush and the surface before application to increase the flow out.

<sup>^</sup> PBW only.

<sup>†, ††</sup>See back cover for details.

# "The finish is fantastic... more body and more of a shine"

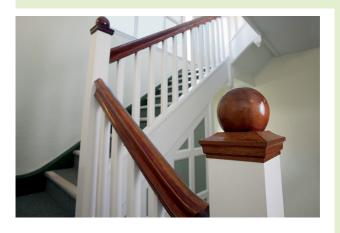
Trusted by Dave Badham of Melin Homes,
Professional Decorator and stickler for standards

Keeping disruption and odour to a minimum was as important as the finish when it came to specifying paints for Melin Homes' sheltered housing scheme in Abergavenny.



Many residents are elderly or

have breathing problems so, after consulting the **Dulux Trade** Specification Account Manager, Decorating Team Leader Dave Badham chose quick drying, low odour water-based **Ecosure** Gloss and Undercoat to deliver the superb interior trim finish.





#### **Contact Us**

To receive more information on **Dulux Trade** products register online at www.duluxtrade.co.uk

help with product specification by calling 0844 817 818 Email: duluxtrade.advice@akzonobel.com

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#### Interact with Dulux Trade







