

**“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

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LIGHT &
SPACE



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 environmental impact.

Application Guide

Colour range	PBW and over 14,000 colours, including Colour Palette , 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 17m ² per litre on sealed surfaces
Application	Brush, roller or spray
Thinning	This product can be thinned. Please refer to data sheet for details

- 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

Info: 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.

[^] PBW only.

*,**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 17m ² 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

Info: 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.

[#]See back cover for details.

Ecosure Gloss & Undercoat System

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

Water-Based

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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

Colour range	Gloss: PBW and more than 5,000 colours, including Colour Palette and BS colours Undercoat: PBW plus 18 tinted colours
Pack sizes	2.5L, 5L [^]
Touch dry	Dependent on temperature and humidity
Recoatable	6 hours
Coverage	Up to 16m ² per litre on sealed surfaces
Application	Brush
Thinning	This product can be thinned. Please refer to data sheet for details

- Suitable for interior wood and metal
- 30% less embodied carbon when undercoat and gloss used as a system[†]
- Up to 72% less VOC content^{††}
- 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.

[^] PBW only.

^{†, ††} 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

You can also request information, technical advice and help with product specification by calling **0844 817 818**
Email: duluxtrade.advice@akzonobel.com

Or write to: **Trade Technical Advice Centre,
ICI Paints, Wexham Road, Slough SL2 5DS.**

Interact with Dulux Trade



*PBW, Magnolia and some light colours only. No organic volatile materials, such as solvents are added in the manufacture of this paint. However some of the raw materials that we use can contain traces of volatile components which is why this figure can never really be absolutely zero. Bases have 29% less solvent than **Dulux Trade Vinyl Matt**.

** Compared to **Dulux Trade Vinyl Matt 2011** formulation

Compared with **Dulux Trade Diamond Eggshell (2009 formulation)**.
Bases have 20% less VOC.

† Compared with **Dulux Trade** solvent-based variants as the market is over 85% solvent-based and 98% for gloss specifically.

†† When Gloss and Undercoat are used as a system.

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