



# EXTERIORS – E70

## Luxury Emulsion

Birla Opus Prime E70 Exteriors Luxury Emulsion is a pure acrylic emulsion paint distinguished for its Color-Protect Technology\*. It provides outstanding protection against color fading and features an excellent solar-reflective index, contributing to surface temperature reduction.

### PRODUCT FEATURES



#### COLOR-FADE RESISTANCE

Withstand adverse effects like exposure to sunlight, rain; maintaining its vibrant and original look for an extended period.



#### EXCELLENT SOLAR REFLECTIVE INDEX

Excellent capability to remain cooler when exposed to sunlight.



#### HIGH DIRT PICK-UP RESISTANCE

Outstanding capability to deter the build-up of dirt, preventing it from sticking to the surface.



#### RESISTANCE TO ALGAL GROWTH

Efficiently inhibiting algal growth, and preserving the integrity of surfaces over time.



#### WARRANTY\*

Enduring assurance for film integrity, algal resistance and long-lasting color retention.

### PRODUCT DETAILS

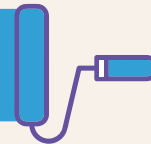
#### AVAILABLE PACKS



#### COVERAGE

Only on the correctly prepared surface using roller:

**55-60 sq.ft/L for 2 coats \*\***



\*\*Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

#### COLOURS AVAILABLE

**1950+**



#### FINISH

**RICH SHEEN**



### DIRECTIONS FOR USE

Recommended usage – On fresh or repainted masonry walls

#### PRE PAINTING STEPS



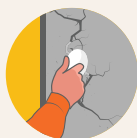
#### 1. Plaster

It is essential to let new masonry surfaces fully cure. The suggested curing duration is 28 days, during which daily water curing is recommended for optimal results.



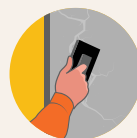
#### 2. Cleaning

Ensure the surface is devoid of loose paint, dust, or grease. Eliminate any fungus, algae, or moss growth through wire brushing and water. In case of chalkiness on the underlying surface, perform water curing and subsequently apply a coat of Alldry Salt Seal prior to the topcoat application. For best performance, it is recommended to use a jet pressure washer of minimum 160 bar pressure to ensure complete surface clean-up.



#### 3. Cracks Filling

To address cracks measuring up to 5mm, use Birla Opus crack fill solutions. For larger cracks, structural audit by expert has to be conducted and prescribed solution to be implemented before application.



#### 4. Covering of holes and dents

For addressing small dents and holes, utilise cement wall putty or a blend of white cement and fine sand in a 1:3 ratio.

#### Special Instructions for Exteriors:

If exterior surfaces face persistent seepage or dampness, investigate and arrest the source of leakage or seepage, let the surface dry and then apply Birla Opus Prime waterproof coatings. Ensure we provide slope to horizontal surfaces and proper drain to avoid any stagnant water accumulation.



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## PAINTING STEPS



### 1. Surface Preparation

Newly plastered surfaces must undergo complete curing. Ensure thorough filling of any spot with putty, crack filler, etc. and achieve a uniform surface across the entire wall.



### 2a. Primer Application

Apply a single coat of Birla Opus Prime E10 Exterior Water Thinnable Primer by diluting 1 litre of primer with 1 litre of water and allow it to dry for 4-6 hours under adequate sunlight.

OR



### 2b. Waterproof Coating Application

If you wish to apply a waterproof coating, please follow the application procedure as per the PIS of the waterproof coating used.



### 3. Topcoat Application

Dilute 1 litre of E70 Exterior Luxury Emulsion Paint with a 300-400ml of water and apply 2-3 coats for optimal coverage. Allow 4-6 hour gap between each coat to ensure proper hiding. Add an extra coat of topcoat for horizontal surfaces.

## POST PAINTING CARE

1

For the best paint performance, regularly wash and clean surfaces to remove dust, stagnant materials, and any algae or fungus growth, preferably every six months.

2

Thoroughly clean horizontal surfaces to enhance durability.

3

Ensure there is no stagnant water at any point on any surface.

## SAFETY FEATURES

- Please refer to the MSDS for comprehensive information on safety precautions when handling the paint; the document is available upon request.
- Store the container upright in a cool, dry place with the lid tightly closed.
- Keep the paint out of the reach of children and away from food items.
- May pose harm if swallowed; if ingestion occurs, seek immediate medical attention.
- Wear eye protection during application.
- If the paint comes in contact with the eyes, rinse thoroughly with water and seek medical advice. In case of skin contact, wash the affected area immediately with soap and plenty of water. Seek medical attention if irritation develops or persists.
- It is advisable to wear a suitable nose pad during sanding and surface preparation to prevent dust inhalation.
- Do not dispose of leftover paint by pouring it down the drain or into water courses.
- In the event of spills, use sand or mud to contain and manage the spillage.
- The paint contains no added Lead, Mercury, or Chromium compounds.
- Do not dispose of leftover paint or drums in soil or drains. Consumers should consult a local recycling agency for proper paint and drum disposal.

## PRECAUTIONS

- Avoid application when the ambient temperature is below 10°C or exceeds 45°C, or if there's a possibility of the temperature dropping to these levels within 4 hours of application.
- Do not excessively thin or extend the brush. Avoid application if there is a possibility of dew formation overnight on the freshly painted substrate.
- Thoroughly stir and strain the diluted paint through a fine sieve before using.
- Ensure existing cracks are filled before applying the topcoat, as paint will not cover them.
- For surfaces with heavy algal infestation, proper cleaning is essential. If a bleaching solution is used to disinfect algae, ensure thorough cleaning of the solution with water.
- Do not leave a primer coat or only one coat of topcoat exposed during the monsoon. Ensure to complete application process before the onset of monsoon.
- Especially in the pre-monsoon season, apply paint on horizontal surfaces first and then vertical ones. This helps reduce streak marks caused by potential algal growth.
- For optimal performance, ensure the surface is dry, and the moisture meter reads in the green zone (below 15). If it is in the red zone, identify and address the source of water before painting.
- The pH of wall should be below 12.
- Avoid using chlorinated water for dilution.
- Thinned paint should be used within 24 hours of dilution. It is recommended to thin only the necessary amount and store it in a sealed container. Unused material to be stored in a sealed container.

## TECHNICAL DATA

Drying Time	4 to 6 hours*
Sheen Level	12-16 at 60 (degree) GH for white shade
Paint Type	Water based
Stability of Thinned Paint	24 hours in an air tight container
VOC	Low VOC
Shelf Life	36 months from the date of manufacturing

\*May vary according to temperature & humidity

Version No. E70-1002/03/2024 \*T&C Apply. For more details visit [www.birlaopusprime.com](http://www.birlaopusprime.com). Please refer to the product warranty document for further details. Kindly note that this datasheet supersedes all preceding versions.



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