



LANDMARK SOCIETIES

PAINTING GUIDE



For any further information or advice:

☎ 1800 209 5678 (Toll free) | ✉ info@asianpaints.com | projectsales@asianpaints.com
Asian Paints Limited, 6A Shantinagar, Santacruz (E), Mumbai 400 055



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http://www.asianpaints.com/landmark_societies/

Greetings from Asian Paints!

Asian Paints is India's largest, and amongst the top 5 decorative paints companies in the world. We operate in 19 countries and have 26 paint manufacturing facilities in the world servicing consumers in over 65 countries.

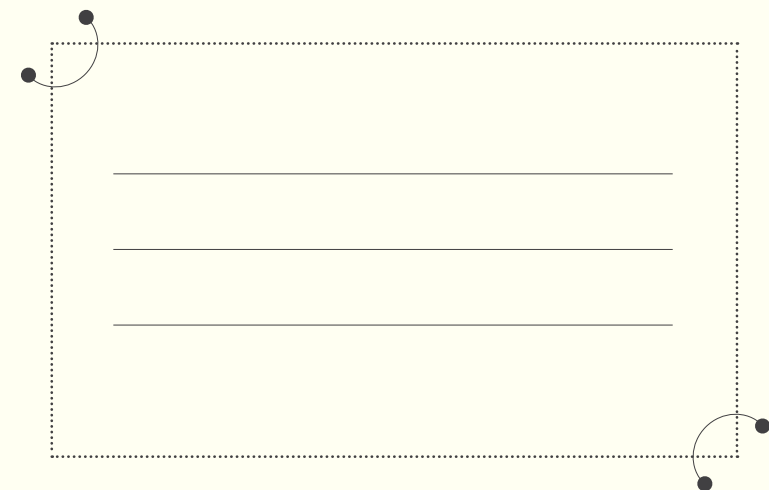
Asian Paints Projects Sales is a division that caters to needs of projects and offers its services in over 90 locations across the country.

We provide you recommendation on range of products and services to help you decide on the best solution for painting of your living spaces.

Landmark Societies is one such endeavour by Asian Paints Project Sales, which partners with key decision-makers like you to help you plan, manage and execute your painting project from start to finish by understanding your requirements and recommending step by step process solutions that will work best for your project. What you get is a tightly controlled and well-documented process that ensures no hidden surprises. And results that people will admire for years to come.

You can contact your Asian Paints Project Sales Officer on the number provided below.

Happy Painting!
Asian Paints Project Sales





INTRODUCTION

What is a Landmark Society?

Historically speaking, colonies and settlements always grew around prominent structures like forts, palaces, places of worship or places of governance. These structures usually were the focal points of the cities that they were in, dominating the area both visually and geographically and functioning as local landmarks.

In our contemporary urban context, the definition of a landmark has changed quite a bit. In cities and towns, it is impressive business and residential complexes that are increasingly serving the purpose that historical and cultural monuments once did. Today, these modern structures have become the new icons and points of reference of the cityscape.

Your housing society too, could be one of these landmarks and we at Asian Paints, could help you transform your housing complex into a 'Landmark Society.' A Landmark Society is a distinctive and unforgettable residential complex that stands out amidst its surroundings. It is one that people of the area recognise and use as a reference point to give directions by. It is an address that residents are proud of and neighbours aspire to.

Wouldn't you want your building to be a beacon in your neighbourhood and feel proud of where you live? Turn over the page to understand how Asian Paints can partner with you in creating a Landmark Society.

The Asian Paints Advantage

We are happy to extend our expertise to you in transforming your building into a Landmark Society. From educating you on the possible problem areas, suggesting solutions to these problems, to helping you select the best products to protect and

care for your walls, to post-painting care, we provide you assistance at every step of the process through our unmatched services that help you achieve the 'wow' look that is the hallmark of a Landmark Society.

Step 1

Pre-Painting

Pre-painting consists of taking actual measurement of the surfaces to be painted, identification and rectification of problem areas as well as choosing the right products and colour combinations to be used on your society. Read on to understand the range of services that Asian Paints provides during this stage to make your job easier, comprehensive and worthwhile.



SITE INSPECTION

By Trained Technologists

Our expert set of professionals help you to identify various defects & recommend solutions for them. They are also available during the painting process for technical assistance.

CHOOSE COLOURS

With our Colour Consultants

Our unrivalled expertise in Colour and Decor enable us to suggest the best possible colours that will make your society stand out amidst all others.

PRODUCT SELECTION

From a Wide Range of Products

Our wide range of products ensure that we are able to provide you with the exact system of painting that your society requires to transform it into a Landmark.

Step 2

Painting

This section helps you understand the entire painting process and shares tips on how to get the best results. From preparation of surface to application of paint, it will guide you on the right steps to follow at each point. During this stage, we provide you a clearly defined, no-surprises process for execution of the entire job.



SURFACE PREPARATION + PAINT APPLICATION

Under Project Guidance

Our presence during the important moments of the project ensures that the entire process is a smooth, efficient and delivers what is promised.

Area-Based Painting Solutions

Our wide range of products ensures that we are able to provide you with the exact system of painting for each space in your society to transform it into a long-lasting landmark.

Step 3

Post-Painting

Once the painting is done, it is important that your society retains its Landmark status for longer. Our range of services equips you to handle some of the challenges that you may face in doing so.



SITE COMPLETION

With Performance Warranty

Asian Paints Apex Ultima Protek and Asian Paints Apex Ultima come with a written warranty that provide you peace of mind and ensures that your society remains a landmark for years.

*Conditions apply: Please refer to the Asian Paints Apex Ultima and Asian Paints Apex Ultima Protek Product and Warranty Guide for more details.

Pre-Painting

FIX PROBLEM AREAS
CHOOSE COLOURS
SELECT PRODUCTS



FIX PROBLEM AREAS

Fixing the problem areas of your building is a critical step before you start painting. This process includes identifying surface defects as well as factors causing them. This will help you achieve a longer-lasting, better-looking paint job.

In this section, we will take you through a list of what you should look out for as well as provide easy and accurate solutions for optimal results.

In the following pages we take you through some of the common defects that plague societies and easy solutions to these

Dampness
Peeling Off
Cracks
Algae



FIX PROBLEM AREAS

Dampness | Civil Works Defects

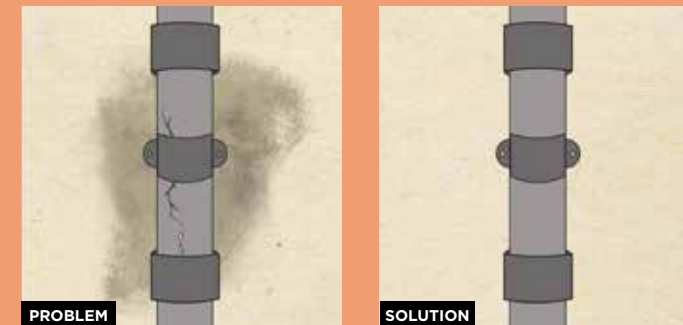
Damp spots are discoloured patches on walls, usually caused by water leaking from internal or external drain pipes, incorrectly placed air conditioner ducts

and rainwater. It is critical to resolve dampness before you start painting as it may result in flaking and peeling off the paint.



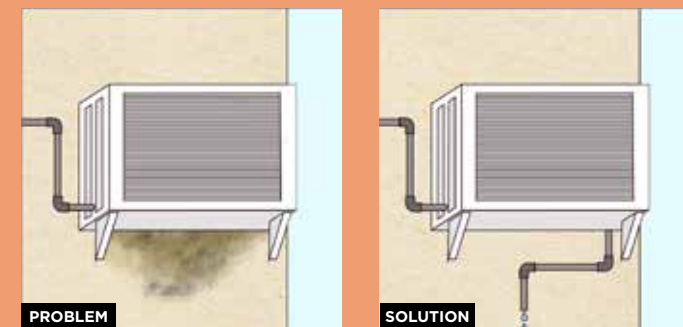
Keep it dry!

Leakage from old galvanised drain pipes



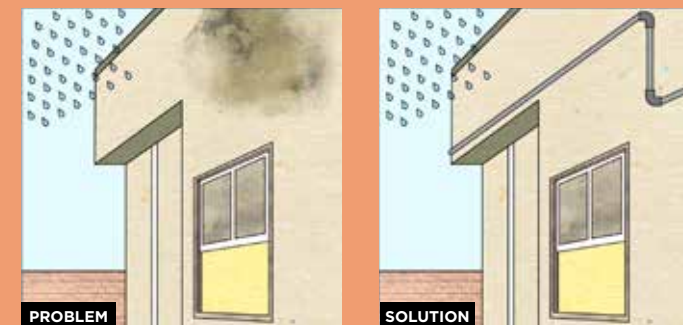
Old galvanised iron (GI) pipes have joints that are prone to cracks and can cause leaks. As a thumb rule, replace drain pipes every ten years. Also, switch from GI pipes to PVC pipes. These offer a better fit at joints, minimising the change of leaks.

Leakage from air conditioner ducts



Water from air conditioner ducts cause ugly patches on walls and attract algae. Attach a small pipe to the air conditioner duct to channel water away from wall surfaces into a drain or other outlet, so that it doesn't splash on the walls and cause further stains.

Improper rainwater runoff



Walls can also get damaged by rainwater falling from the roof of your building. Install a rain gutter to channel the water away. Also, get your walls washed post monsoon to prevent algal growth.

RECOMMENDED

Ultima Protek for Vertical Walls

Asian Paints Apex Ultima Protek System is the recommended treatment for waterproofing exterior walls. It effectively fights against problems like dampness, algae, cracks and more.



FIX PROBLEM AREAS

Dampness | Terrace Waterproofing

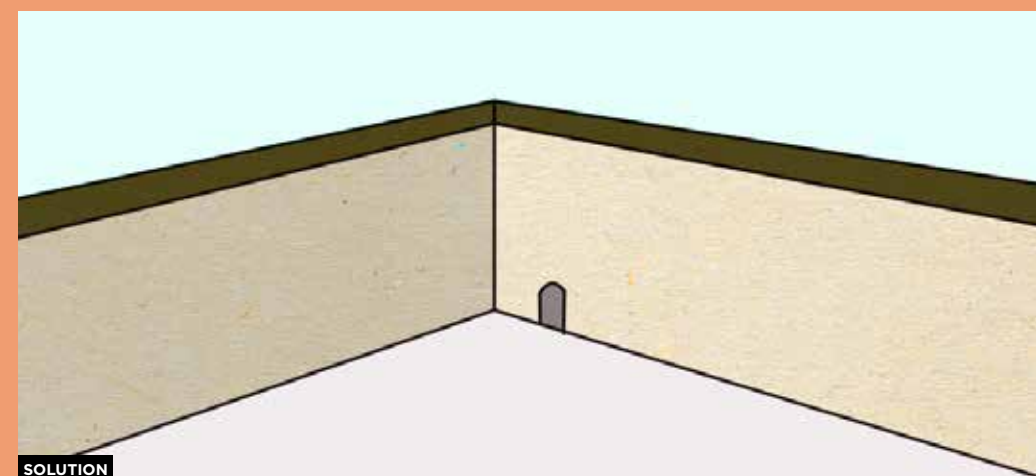
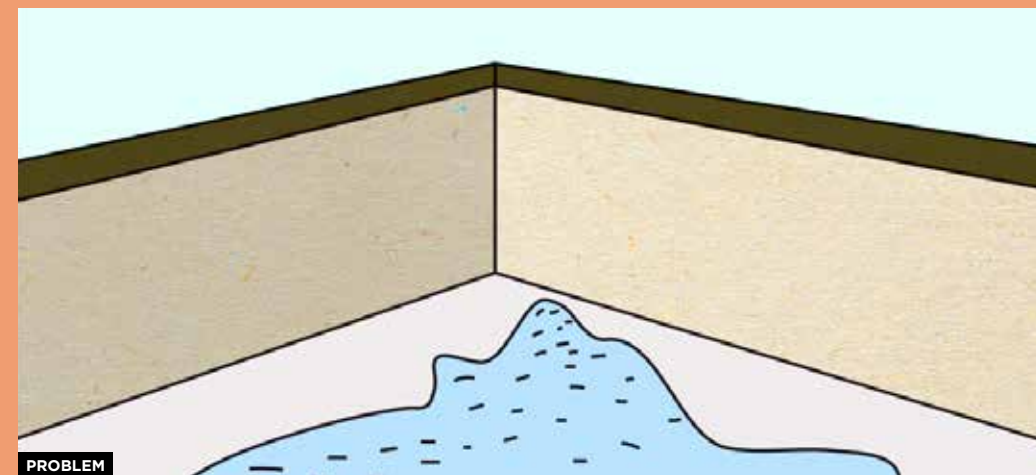
During monsoons, rainwater accumulated on building terraces and on chajjas may penetrate through cracks and pores on

terrace floors or through joints between chajjas and walls. This may cause dampness or flaking on exterior walls.



Keep it dry!

Rainwater accumulation



Ensure that drains are unclogged and terraces are sloped for water to run off. Fill cracks and floor edges with a cement-sand mixture.

Apply a good-quality waterproofing coat on the terraces and over the chajjas.

RECOMMENDED

Bitumen Membrane and SmartCare Damp Proof

Bitumen Membrane is a specially designed for Indian substrates and weather conditions, offering high durability and easy application. Damp Proof is a liquid applied, elastomeric waterproofing membrane that provides excellent waterproofing to exterior surfaces like terraces, parapets, chajjas and walls.



FIX PROBLEM AREAS

Dampness | Interior Walls Waterproofing

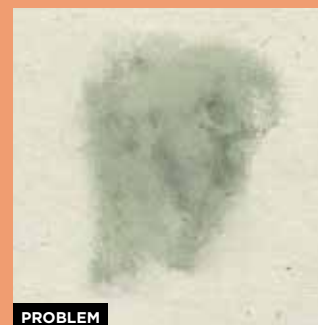
Leaking pipes around the kitchen sink, bathrooms, badly fitted tiles or faulty plumbing can lead to dampness on the interior walls. During monsoons,

rainwater may seep in through any gaps between window frames and walls, leading to dampness that can spread.



Keep it dry!

Interior seepage



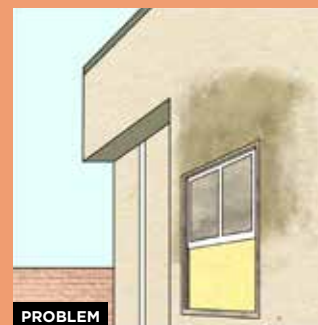
Consult with a qualified engineer to evaluate and seal the source of dampness before applying an appropriate water proofing product on your walls.

Leakage from bathroom walls



You can use Epoxy Tile Grouts to plug the gaps between tiles and floor joints. Engage a plumber to check concealed pipes for leakages. For walls that are affected, apply waterproofing treatment to prevent further damage.

Seepage from window frames



Seal any gaps with a quality sealant. For gaps that are over 10 mm in width, use a mixture of cement and sand to fill it. Once the leak is plugged, apply a good quality waterproofing product on the area.

RECOMMENDED

SmartCare UnyverSeal and SmartCare Epoxy Tile Grout

Use Smartcare UnyverSeal for window frames. It can be used on all alkaline and metallic surfaces. It is highly flexible and has anti-fungal properties. SmartCare Epoxy Tile Grout can be used for Bathroom Tiles.



FIX PROBLEM AREAS

Peeling Off | Exterior Walls

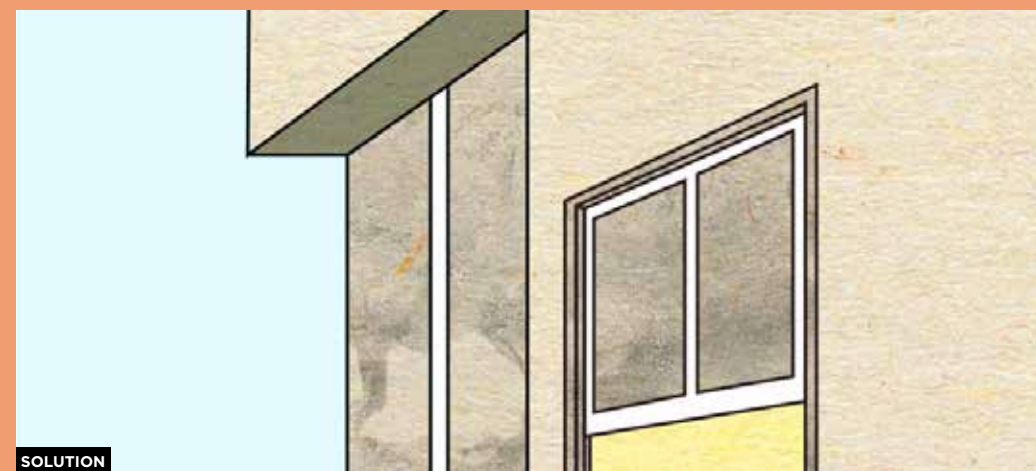
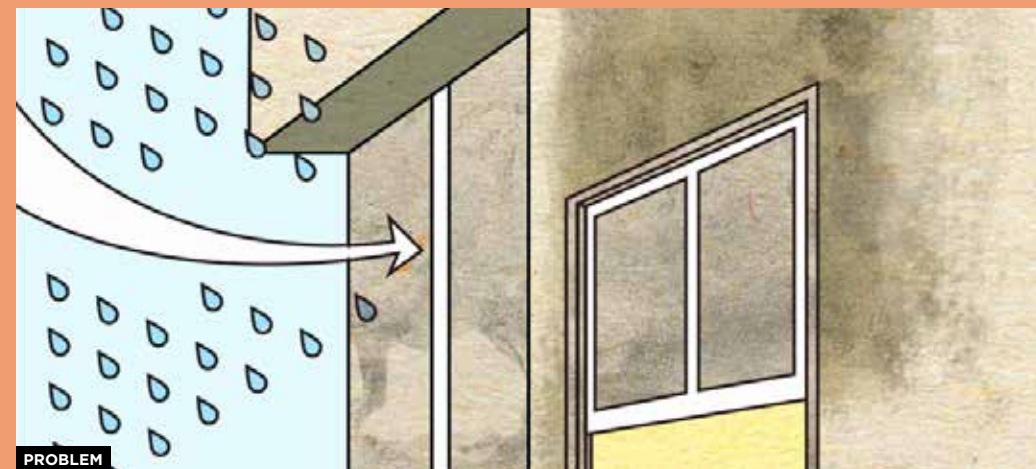
Constant exposure to rain severely weakens the paint film on the exterior walls. This results in discoloration and subsequent dampness into the substrate

below. Over time, this leads to the appearance of damp patches, peeling and severely weakens the overall structure.



Keep it dry!

Wind driven rain



This is one of the major causes of dampness in building exteriors and weakens the structure over time. Fill the cracks with a crack filler,

then use a quality waterproofing coat on the side walls that provides good resistance to water ingress.

RECOMMENDED

SmartCare Damp Block 2K and SmartCare Vitalia

Use SmartCare Damp Block 2K on the brick level of the affected area. It acts against severe efflorescence. It has excellent adhesion, seamless coat and highly elastic film. Replaster the surface with Cement Plaster mixed with SmartCare Vitalia for best results.



FIX PROBLEM AREAS

Cracks

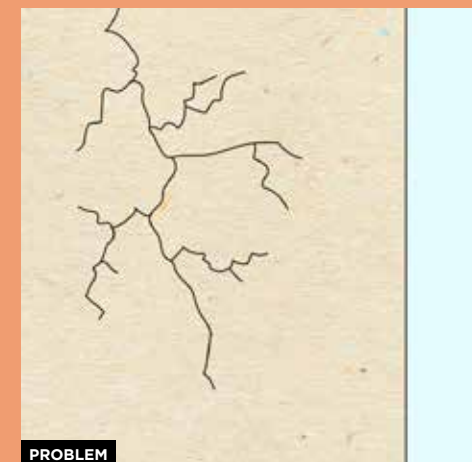
Building walls may develop cracks which could over a period of time, expand and weaken the structure. These cracks also

collect moisture and become breeding areas for algae and unwanted weeds.



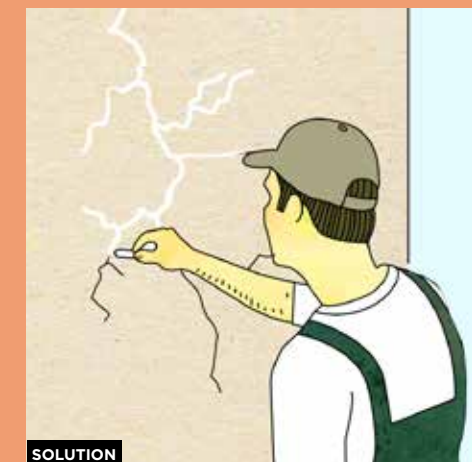
Fill the cracks!

Fixing fine cracks



PROBLEM

Fix surface cracks up to 3 mm by filling with a good-quality crack-filling product. Open the cracks to form a 'V' shape groove before you apply the crack filler.



SOLUTION

For large cracks, employ the services of a competent civil engineer.

RECOMMENDED

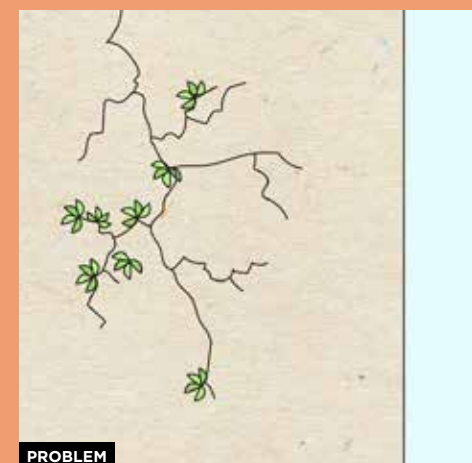
SmartCare Textured Crack Filler

It has a grainy texture to blend with exterior walls. Excellent paintability with waterbased and synthetic paints. Easy to apply. Easy to clean. Accommodates minor movements in cracks.



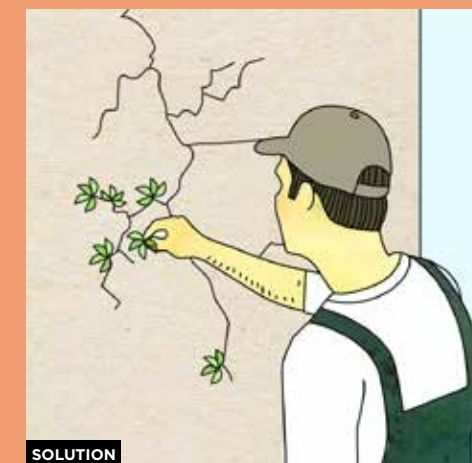
Eliminate weeds!

Clear plant growth



PROBLEM

Pluck weeds by hand to avoid further wall damage. Commercially available chemical pesticides can



SOLUTION

damage the walls and may be difficult to handle and store.

RECOMMENDED

SmartCare CrackSeal and SmartCare Hybrid PU Sealant

SmartCare Crack Seal can be used on surface cracks of upto 3 mm. It contains fibre glass chips that expand and contract with change in temperature. SmartCare Hybrid PU Sealant can be used for structural cracks of upto 40 mm width. It can also be used in joints and gaps.



FIX PROBLEM AREAS

Algae

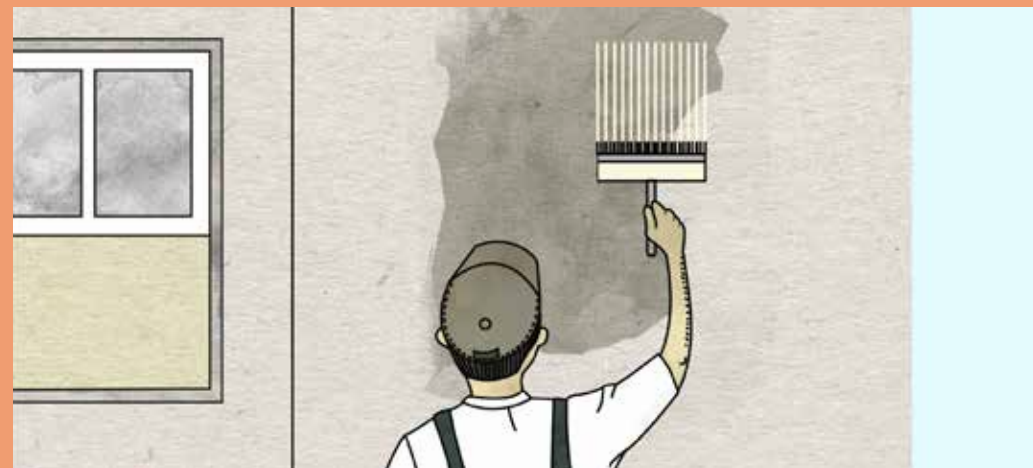
Algae are microorganisms that appear on your exterior walls in the form of light green, dark green or black spots. Algal growth occurs on walls that are damp, dusty and exposed to sunlight. Not only

does it spoil the look of the wall, but it also causes the paint film to weaken and peel off. If left unchecked, over a period of time, they can also damage the wall surface.



Keep algae at bay!

Step 1
Wire brushing



Use a wire brush to scrape algae off the wall surface.

Step 2
Cleaning with water



This will clear any remaining algae growth or loose dust particles from the surface.

Step 3
Apply a coat of Bioblock



Apply a coat of Asian Paints SmartCare Bioblock to kill and prevent further growth of algae on the walls.

RECOMMENDED

SmartCare BioBlock and TruCare Pressure Washer

Use Smartcare BioBlock to kill and prevent the further growth of algae on exterior surfaces. It enhances performance of top coats and forms a protective film coating. Remove any algae on the walls by wire brushing and then apply SmartCare BioBlock before application of subsequent coats of paint.



CHOOSE COLOURS Colour Tools

Another important preliminary to painting is choosing the right colours and colour combinations for your building – those that will highlight its best features and nuances. We at Asian Paints can assist

you in arriving at the most appropriate and pleasing colours, offering you a variety of shades and shade combinations to choose from and making the colour selection process simpler for you.



COLOUR SPECTRA

It is the master-deck of more than 1700 shades available in Asian Paints products. Besides helping you choose

the exact tone and hue of your preference, it will dazzle you with the incredible shade range on offer.

IMAGINE EXTERIORS

SKYLINE

Skyline is a colour guide specifically designed for large residential projects. It offers more than 120 different colour combinations depending on the type of your building structure and offers you the distinct look that can transform your building into a “Landmark Society.”



POINT TO REMEMBER

When choosing colour from a printed shade guide like Asian Paints Imagine Exteriors Skyline, there could be some variation between the printed shade and the actual colour

that will appear on your building. To minimize the variation please check your final choice on the Asian Paints Colour Spectra.

CHOOSE COLOURS

Foresite

Our Foresite service enables you to make the right choice of shades and finishes through computer generated imagery delivered to your doorstep. We take an image of your society and process it digitally to give an indication

of how your society will look if painted with multiple shade combinations. Foresite offers 3 combinations and 1 Asian Paints colour expert suggested combination for selection.



Foresite Folder



Sample Foresite

asianpaints

Foresite 4
November 12, 2012
Vatika Homes Bunglow,
Jamshedpur

Summer
Song
7564

Butter
Scotch
7856

Marine
Green
7314

Disclaimer: Colours shown in this foresite are indicative only. Please use Asian Paints Colour Spectra Fandec or Shade Card for exact colour reference.

POINT TO REMEMBER

When choosing colour from a printed shade guide like Asian Paints Imagine Exteriors Foresite, there could be some variation between the printed shade and the actual

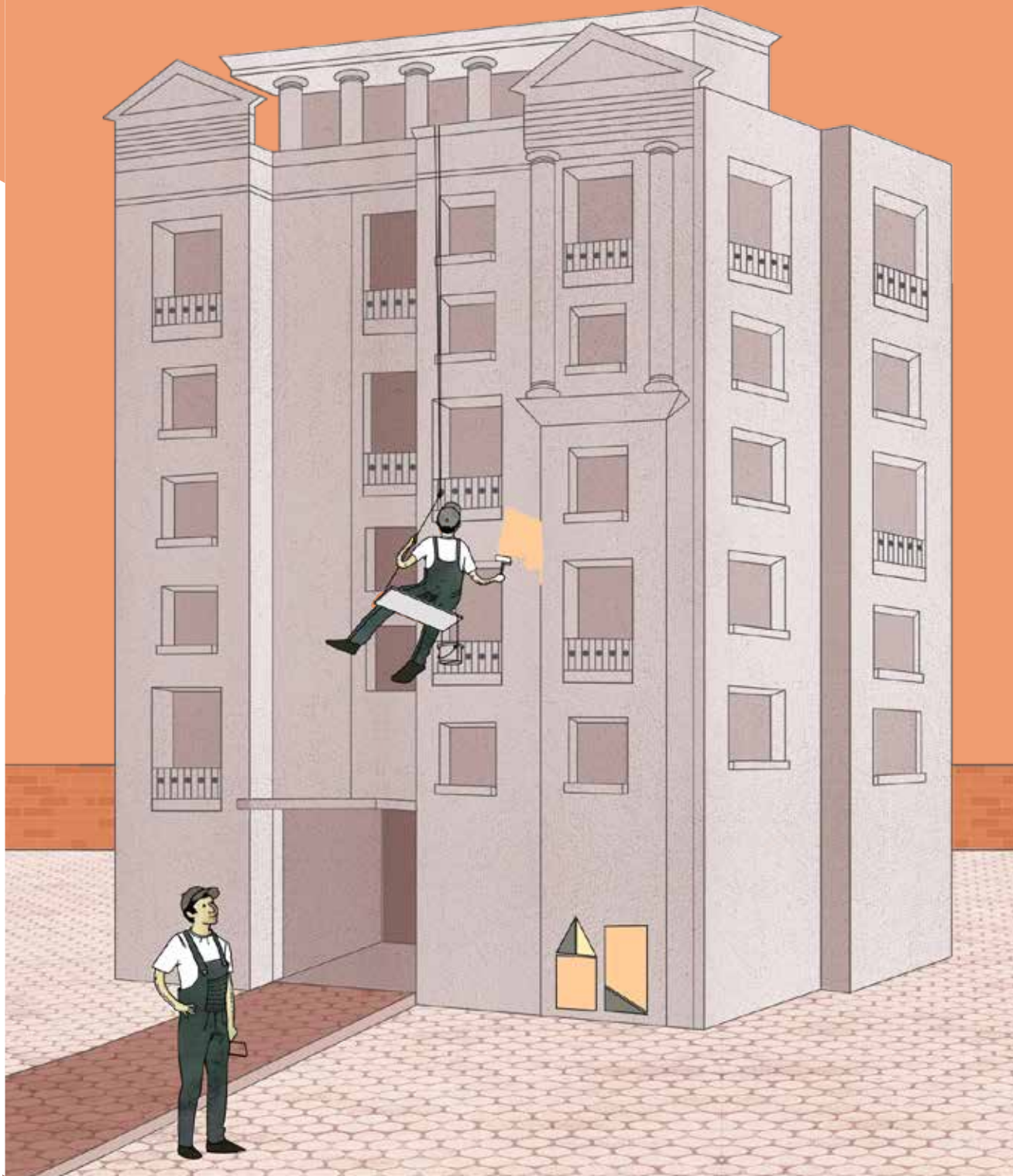
colour that will appear on your building. To minimize the variation please check your final choice on the Asian Paints Colour Spectra.

CHOOSE COLOURS

Sampling

Our Sampling service aims to help you make an informed decision by demonstrating actual colours on your building. This involves a site visit by a trained painter who will paint

test patches of shades on your exterior walls. This will help you finalise products and colour combinations with ease.



Sampling Shape options

Through sampling, we help you choose not just colours but even colour combinations. A society can be painted with multiple colours. These colours are mentioned as a combination of

- B BODY**
- M MID TONE**
- A ACCENT**

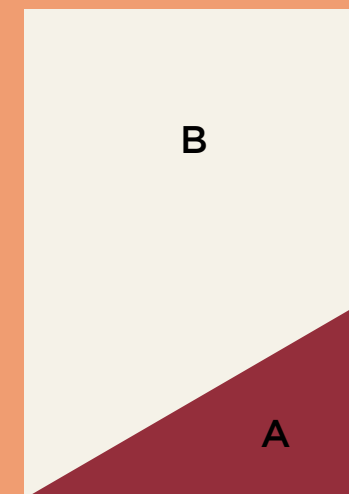
B refers to **Body colour** which is the main colour of the building.

M refers to **Mid tones** which complement the main body colour and can be used on certain walls to break the monotony.

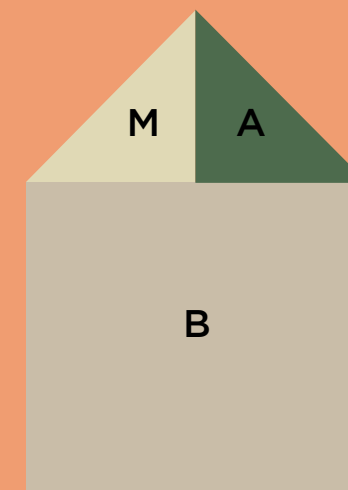
A refers to **Accents** that are typically vibrant colours use to highlight specific areas like roofs, pillars and trims.

Benefits of Sampling

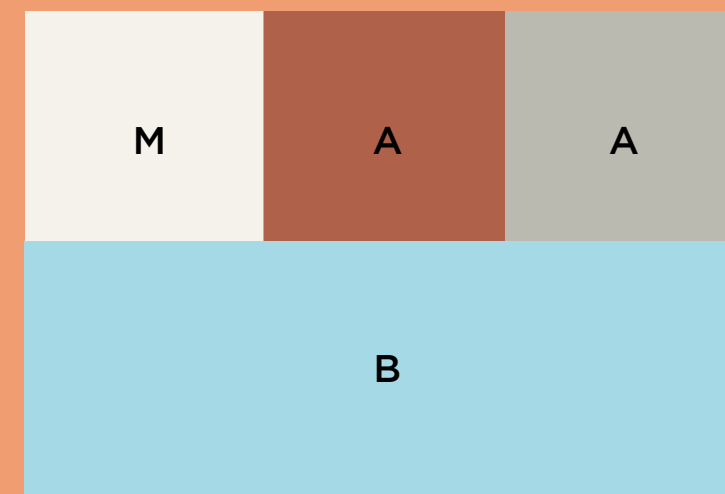
- Actual representation of shades
- Sheen levels become apparent
- Greater clarity of the options available



TWO COLOUR OPTION



THREE COLOUR OPTION



FOUR COLOUR OPTION

Our trained painters would be happy to demonstrate how these colour combinations will look on your building by painting these combinations in the patterns shown below

SELECT PRODUCTS

Apex Ultima Protek System

Key technologies used to protect landmark structures the world over is now available for your society. Asian Paints introduces the Ultima Protek painting system now in India. With properties like anti-carbonation and structural crack

bridging ability, this revolutionary painting system doesn't just offer a great new look, but ensures that they remain protected for a long time to come. What's more, the system comes with:

 <p>10 YEAR DURABILITY WARRANTY*</p>	 <p>5 YEAR WATERPROOFING WARRANTY*</p>
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Apex Ultima Protek Basecoat

Apex Ultima Protek Topcoat

Usage

Basecoat Application Fresh Painting

Apply a fresh coat of Apex Ultima Protek Basecoat, diluted with 30% water with a spreading rate of 60 sq. ft/ltr. Allow to dry for 4-6 hours and then apply another coat of Apex Ultima Protek Basecoat without dilution at a spreading rate of 50-55 sq. ft/ltr.

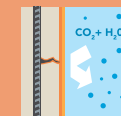
Basecoat Application Repainting

Apply 1 coat of Apex Ultima Protek Basecoat without dilution at a spreading rate of 30-35 sq.ft/ltr. Allow it to dry for 4-6 hours.

Topcoat Application

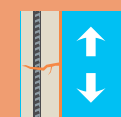
Apply 2-3 coats of Apex Ultima Protek Topcoat diluted with 40% water with a spreading rate of 60-65 sq.ft/ltr. Ensure a gap of 4-6 hours between two coats. Ensure the third coat is definitely applied for dark shades or while painting horizontal surfaces

Advantages of the Apex Ultima Protek System



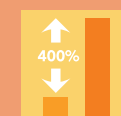
Anti-Carbonation

Carbon dioxide in air reacts with the moisture present in plaster to form carbonic acid & calcium carbonate. This reduces the alkalinity of plaster due to which the steel loses its passivity and starts rusting, thereby weakening the structure of the building. The non-porous, anti-carbonation film of the Apex Ultima Protek doesn't allow carbon dioxide and chloride ions to penetrate into the structure, thereby retaining passivity of steel and preserving its strength.



High Stretchability

This film has been tested by repeated contraction and elongation through the toughest tests and it provides a high crack bridging ability of up to 2 mm. This is easily the best performer against all competition products.



Dry Film Thickness

The system provides a DFT of 210 - 240 microns, more than 4 times the thickness of a normal paint film. This strong film provides excellent protection.



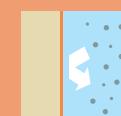
Water Proofing

The system provides excellent waterproofing protection and is capable of resisting positive hydrostatic pressure up to 7 bars. This has been certified by Technology Centre, United Kingdom (formerly known as Taylorwood Labs)



Anti Algal Performance

The system contains advanced anti-algal bio-pack, which prevents black spots from occurring on the walls and spoiling the beauty of the homes.



Excellent DPUR

The system provides excellent Dust Pick Up Resistance and ensures that your society looks fresh for years to come.



Anti Fading Technology

The system contains UV resistant pigments and special binders that ensure that your society maintains its fresh look for a very long time.



International Certification

The system has been certified by international testing agency, Technology Centre, United Kingdom (formerly known as Taylorwood Labs) on Anti-carbonation, Waterproofing, Crack bridging abilities and Dry Film Thickness.

*Conditions apply. Please refer to the Asian Paints Apex Ultima Protek Product and Warranty Guide for more details

Painting

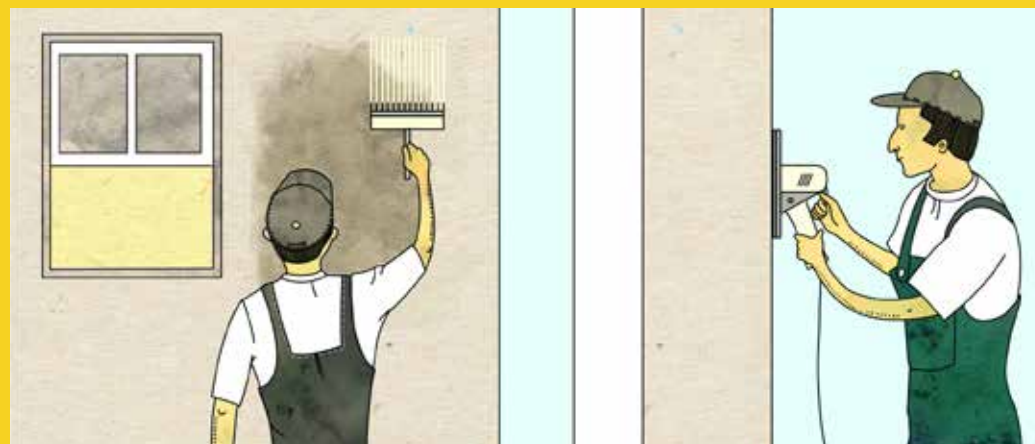
HOW TO APPLY
THINGS TO CHECK
AREA BASED PAINTING SOLUTIONS



HOW TO APPLY

Getting Started with Painting

Step 1 | Bare wall preparation



Prepare the surface well. To combat algae, cracks or dampness refer to pre-painting section. For loose surface particles or highly absorbent walls, apply a coat of SmartCare Exterior Sealer. Re-plaster crumbling walls. Allow freshly plastered surfaces to cure properly with water for at least 4 weeks before painting. Remove algae, grime and loose particles using TruCare Pressure Washer.

RECOMMENDED

SmartCare Exterior Sealer



Step 3 | Application of primer



Once the putty is dry, apply a base coat of exterior primer by diluting it with water in a 1:1 ratio. The primer maximises the adhesion of the paint film to the wall, helps protect the wall surface and increases the durability of the paint.

RECOMMENDED

Exterior Wall Primer



Step 2 | Application of wall putty



For best results, mix the putty with TruCare Electric Mixer. If your walls have holes, dents or undulations, Apply 1-2 coats of good exterior durable putty to cover the holes and smooth the wall surface. For larger dents and cracks, use a mixture of white cement and fine sand in a 1:3 ratio, or a good quality crack-filling product After the application of putty, sand the surface.

RECOMMENDED

Asian Wall Putty



Step 4 | Application of paint



Apply 2-3 coats of topcoat over the surface. Ensure that you follow the important points mentioned on the next page to extract optimal performance from the paint. For best results, use TruCare Exterior Roller.

RECOMMENDED

Apex Ultima



THINGS TO CHECK

Following are a few points to keep in mind during the painting process



Quantity of paint

Most exterior emulsions will cover approximately 60 square feet for 2 coats of paint for every litre. However, this figure may vary depending on the roughness and absorbent quality of different surfaces. Typically newer wall surfaces tend to consume more paint than older surfaces. Please monitor the coverage that you get from your paint. Too high a coverage indicates that the paint has been spread too thin. On the other hand, very low coverage indicates that surface is more absorbant and consuming more paint.



Follow safety instructions

Most manufacturers print detailed 'instructions for use' on the pack. Please read them carefully and follow them to get the most out of your paint. Keep the safety measures in mind while handling the paint.



Dilution

Exterior paints must be diluted with water before use. Please ensure that your painter uses the dilution ratio recommended on the pack.



Number of coats

Vertical Surfaces | Apply at least two coats of paint on vertical surfaces for greater protection and better finish.
Horizontal surfaces (parapets, sun-shades and ledges) | It is important that you apply three coats on horizontal surfaces for better protection.



Drying time between coats

1st coat | Allow about 4-6 hours of drying time before applying the next coat. Even if the surface feels dry within an hour, allow the paint film to dry completely to avoid blister formation and poor adhesion.
2nd coat | Approximately 4 hours. Again, the product specific required drying time is given on the paint pack.



Dark Shades

For dark shades, apply 3 coats to get a good hiding and finish.

AREA-BASED PAINTING SOLUTIONS

Exteriors

The exteriors of your building lend more to the identity of your building than any other space. They also have to deal with what nature throws at it- moisture, rain, heat, sunlight, dust, variations in temperature, pollution, insects, birds, rodents, and algae all conspire to

compromise a building's exterior walls over time. While deterioration is inevitable, consider how regular maintenance and repair can slow it down. Asian Paints' products are built to handle every aspect all of nature's vagaries.



Recommended Products for Exterior Walls



UNDER COAT

Apex Ultima Protek

- Effective Waterproofing
- Excellent Crack Bridging Ability



TOP COAT

Apex Ultima Protek

- 10 year Durability Warranty and a 5 year Waterproofing Warranty
- Excellent anti-carbonation to give structural protection
- Superior Cleanability
- Best in class Dust Pick Up Resistance



Recommended Products for Metal Grills



UNDER COAT

Apcolite Advanced Epoxy Primer Grey

- Superior Rust Protection
- Highly Abrasive Resistant
- Surface Tolerant Property



TOP COAT

Apcolite Advanced Epoxy Finish

- Highly Water Resistant
- Easy to Apply
- Best Corrosion Resistance

AREA-BASED PAINTING SOLUTIONS

Balconies

A balcony is that space in a house which requires the sturdiness of the exteriors to withstand the vagaries of nature and at the same time it is an extension of a personal space. Exterior Textures can be used here to give it a unique yet sturdy finish. Balconies need close monitoring because they are exposed, and unlike conventional

reinforced concrete structures, reinforcements are placed near the top surface of such structures where cracks will also first start to develop. Use the right products to ensure the drainage and any waterproofing system is well maintained for proper protection of the structure.



Recommended Products for Balconies



TEXTURES
Apex Ultima Allura Venezia
 • Imported from Italy
 • Fine Grain Texture
 • Strong Water Repellence
 • High Erosion Resistance
 • Anti-mould Performance



TEXTURES
Apex Ultima Allura Torino
 • Imported from Italy
 • Medium grain textured finish
 • Water-based product
 • Efficient blend of advance acrylic copolymer with Siloxane resin inbuilt



Recommended Products for Metals



UNDER COAT
Royale Enamel Base Coat
 • Quick Drying
 • Low Smell
 • Anti-corrosion property



TOP COAT
Royale Enamel Top Coat
 • Water based enamel
 • Smooth Luxurious Finish

AREA-BASED PAINTING SOLUTIONS

Compound Walls

Compound Walls also contribute significantly to the identity of your building. The monotony of a continuous compound wall can be broken by using different colours for pillars and joints. Exterior Textures can also be used to give your

building a premium look. A durable exterior emulsion will be able to handle the harsh weather. A simple jet wash will go a long way in helping maintain the wall from dirt, dust, bird droppings and grime from pots and plants.



Recommended Products for Compound Walls



TEXTURES

Duracast Textures

- Wide range of texture patterns are available
- Covers surface undulations
- Protects the plaster from harsh weather
- Provides excellent adhesion to top coat



TOP COAT

Apex Ultima

- 7 year Performance Warranty
- ColourStay property
- High Dust Pick Up Resistance
- Advanced Anti-Algal Formula



Recommended Products for Metals



UNDER COAT

SmartCare High Performance Yellow Primer

- Undercoat for exterior walls specially manufactured for Institutional customers
- Supplied in bulk packs of 50 litres for ease of storage and usage at large site



UNDER COAT

Premium Gloss Enamel

- Anti-Carbonation
- Retains passivity of steel and preserves its strength.
- The non-porous, anti-carbonation film doesn't allow carbon dioxide and chloride ions to penetrate into the structure.

AREA-BASED PAINTING SOLUTIONS

Parking and Basements

Typically, basements and the parking are neglected areas in an otherwise regularly maintained society. They are high traffic but low care areas. When located below the surface, the parking area is especially susceptible to moisture, pest infiltration and damage. These spaces are not treated with heat or air conditioning or moisture

control, therefore problems can fester and become more severe before being noticed. Moreover, while awarding the contract, please ensure this space is thoroughly assessed by the applicator. It involves painting of the overhead pipes, the parking lines and the numbering.



Recommended Products for Metal Pipes



UNDER COAT
SmartCare High-Performance Yellow Metal Primer

- 20 times Higher protection against rust
- Excellent adhesion



TOP COAT
Apolite Premium Gloss Enamel

- Soft sheen finish
- Excellent washability
- Stain resistant



Recommended Products for Floors



UNDER COAT
SmartCare Primero

- Resists alkalinity upto pH 12.5
- Can be applied on M Sand Substrate
- Prevents efflorescence
- Excellent sealing property



TOP COAT
Floor Guard

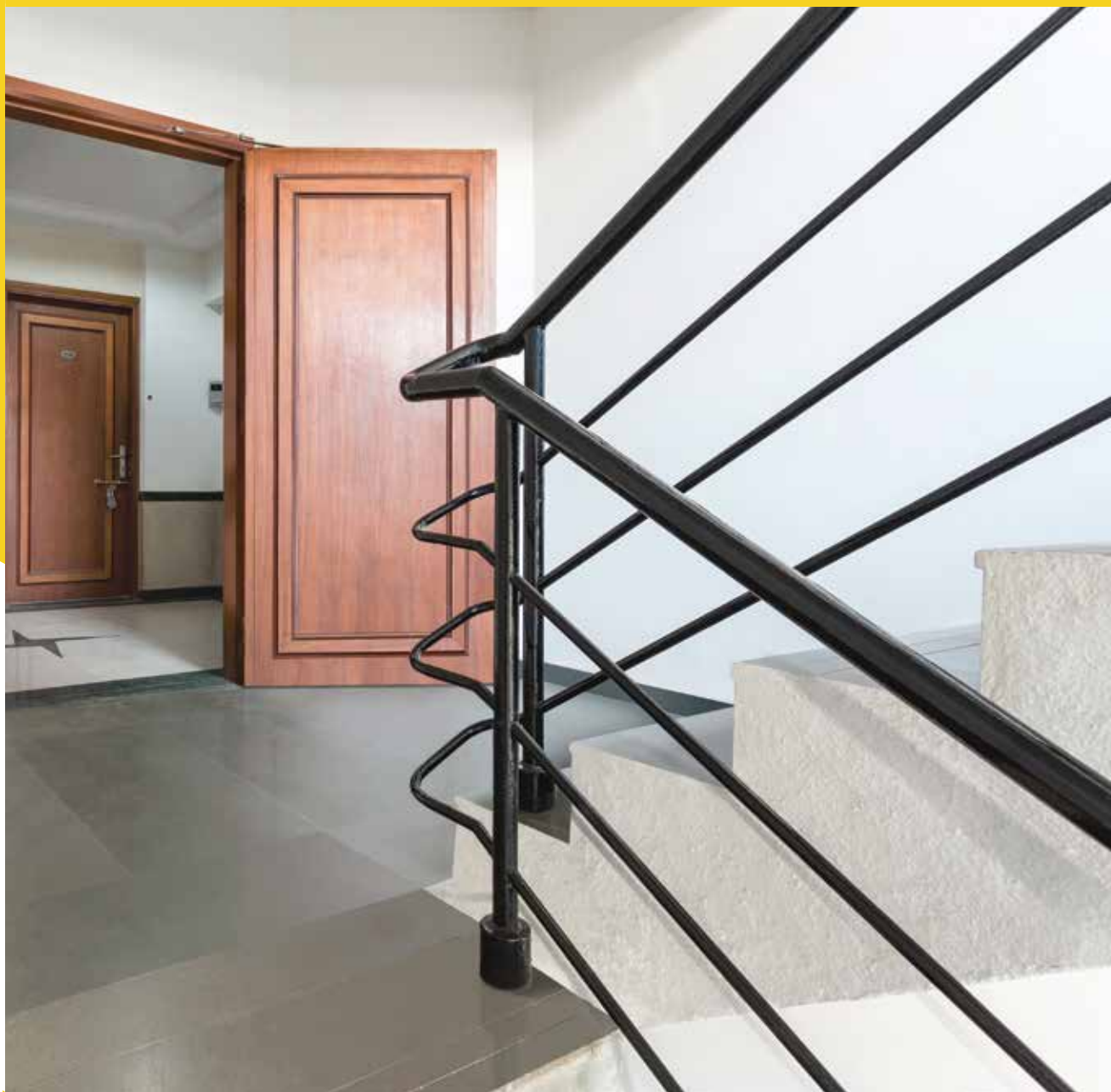
- Better Sheen
- High abrasion resistance
- Excellent adhesion to concrete

AREA-BASED PAINTING SOLUTIONS

Staircases and Landing Areas

Staircase areas, even today, are high traffic areas. Be it movement of furniture or placement of shoe racks and bicycles, this space witnesses a high propensity for damage to the paint film. The landing areas also serve as an entrance to the lobby of each floor. A strong, durable exterior emulsion is what is usually used in the

staircase and landing areas. The products you choose for these areas need to be maintained with ease and efficiency, and also score high on appearance. In some cases, the plumbing pipes and ducts run parallel to the staircase column. The adjoining areas must be regularly checked for leakage and dampness issues.



Recommended Products for Walls in Staircase Areas



UNDER COAT

Propex

- Can be used for rough interior surfaces
- Excellent anti-algal performance
- Available in over 760 shades



TOP COAT

Propin

- Ideal for interior common areas
- Excellent hiding
- Rich Matt Finish
- Very low VOC
- Best in class Whiteness



Recommended Products for Wooden surfaces



UNDER COAT

Aquadur PU Base Coat

- Can be used on all kinds of wood, veneer, plywood and MDF



TOP COAT

Aquadur PU

- Clear, flexible coating
- Non-yellowing property

AREA-BASED PAINTING SOLUTIONS

Lobbies

Entrance lobbies are the focal point of any building, and act as an extension of the homes of the people who reside there. It is that unique space where the exterior and interior fuse into one. This space should have warm colours and appear welcoming. These spaces have high levels of visibility

and public use, so the materials used in construction and maintenance need to be of high quality, durable, and moisture-resistant paint. Moreover, it is also one space in which you can freely experiment with vibrant colours and textures.



Recommended Products for Lobbies



SPECIALTY FINISH

Rivoletto

- Extremely elegant finish
- Inspired by the Italian country side
- Water-based application



MARBLE WALLS

Stone Sealer

- Maximum protection against most stains
- Best suited for porous stones
- Preserves natural look
- Interior and exterior use
- Water-based formula



Recommended Products for Lobbies



SPECIALTY FINISH

Tuscania Antica

- Textured, water-based base coat
- Decorative finish
- Easy application



Recommended Products for Lobbies



SPECIALITY FINISH

Royale Play Stucco

- Royale Play Stucco inspired by different stone gives a luxurious finish
- Marble, Slate, Quartz and Cobbled are some of the options available here



PROTECTIVE COATING

Royale Play Protective Coat

- Stain resistance
- Easy Application
- Sheen - It has a matte finish
- Environment friendly

Recommended Products for Lobbies



TOP COAT EMULSION

Royale Luxury Emulsion

- Teflon™ Surface Protector, fortifies your walls against tough stains, increases durability and reinforces the strength of the paint film



SPECIALITY FINISH

Royale Play Safari

- Inspired by the jungles and wildlife of Africa
- Safari is a long lasting, tough interior texture



Recommended Products for Lobbies



SPECIALITY FINISH

Royale Play Dune

- Inspired by the Sahara desert, this comes in three different, highly washable finishes

Recommended Products for Lobbies



TOP COAT EMULSION

Royale Shyne Luxury Emulsion

- Provides a smooth and luxurious finish with higher sheen
- Smooth hi-sheen finish
- Designed to prevent fungal growth on walls



SPECIALITY FINISH

Royale Play

- Soothing patterns to add a touch of natural beauty
- Easy to create patterns

AREA-BASED PAINTING SOLUTIONS

Corridors

Building corridors are oft-neglected common areas, usually left blank and boring with plain walls. They are also spaces that don't get much sun, and can feel narrow and depressing. Corridors can be canvases for creative expression that give your building an added dimension and

personality. Transform these areas with interestingly textured paint, wall fashion and stencils in inviting colours and arresting designs. With maintenance in mind, consider the application of high-durability coatings for walls and areas of high-wear that require long-term painting solutions.



WALLFASHION STENCIL - MOON

Recommended Products for Corridor Walls



TOP COAT

Apcolite Advanced Heavy Duty Emulsion

- Rich Matt Finish
- Advanced Stain Guard
- Fungus And Mildew Resistance
- 2X Film Strength & Abrasion Resistant



WALLFASHION STENCIL - ENDLESS SYMPHONY

Recommended Products for Corridor Walls



TOP COAT

Apcolite Premium Emulsion

- Rich Matt Finish
- Highly durable, long lasting film
- Fungus & mildew resistance
- Fortified with Stain Guard technology

AREA-BASED PAINTING SOLUTIONS

Swimming Pools

Swimming pools are a hub of activity in any residential complex, especially in the summer months when temperatures soar. Regular maintenance is vital to ensure that your community can make the most of this coveted facility all year round. Constant use means rapid wear and tear, so make sure to

patch any leaks, check and repair chipped tiles, scratched or degraded grouting, and repaint with strong, glossy enamel that will withstand exposure to chlorinated water. With the right products, your society's swimming pool will bring merriment to children and adults alike!



Recommended Products for Swimming Pools



- CHIPS**
SmartCare Tile Grout - Epoxy based
- Ideal for grouting of swimming pools.
 - It offers excellent adhesion
 - Is non-toxic and resistant to chemicals



- WATERPROOFING**
SmartCare Epoxy Tri Block
- Superior adhesion over smooth as well as cementitious surfaces
 - Superior Waterproofing
 - Positive side waterproofing
 - Microbial resistant coating



Recommended Products for Swimming Pools



- METALS**
Apcolite Premium Gloss Enamel
- Soft sheen finish
 - Excellent washability
 - Stain resistant



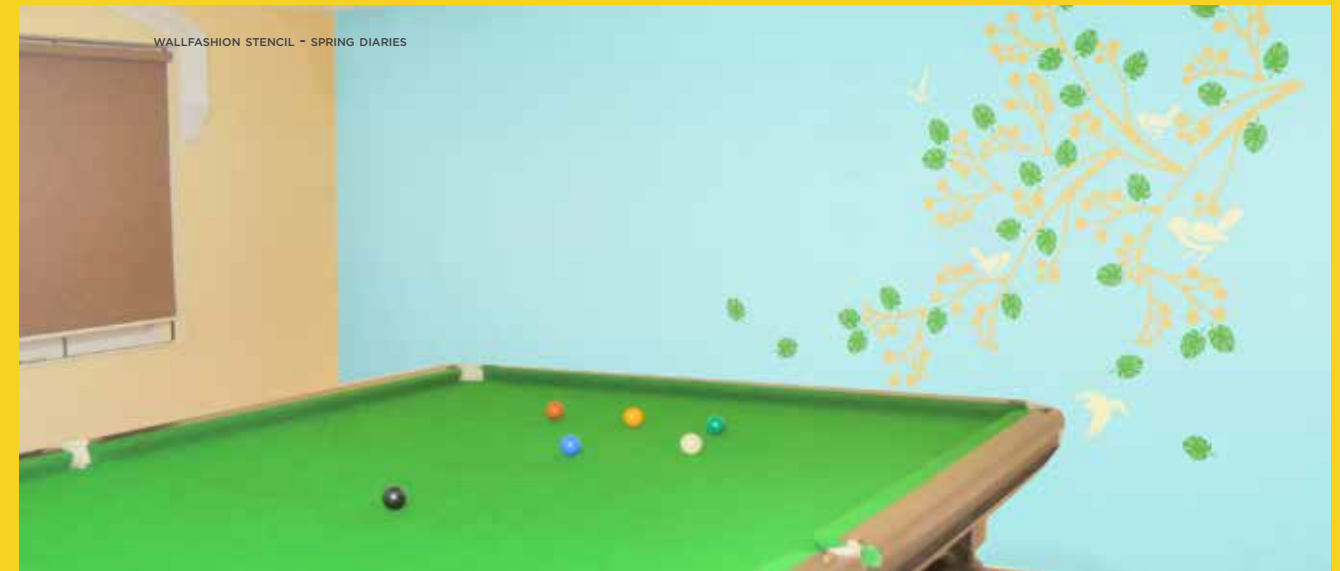
- METALS**
Apcolite Advanced 2-Pack Epoxy Finish
- Good Water & Humidity Resistance
 - Rust Protection
 - Ease of Brushing & Spraying
 - Excellent Adhesion

AREA-BASED PAINTING SOLUTIONS

Club House

Bright and soothing, inviting and luxurious is what you must aim for when painting a social space like a Club House. Choose from warm and cheery colour palettes, select stencils that can start conversations and break the monotony of single-coloured walls. Use paints and finishes that not only look good, but last

long and are easy to maintain. Make your Club House a space that residents look forward to visiting and feel comfortable spending time in, a space that boosts social interaction and the building of strong ties in the community. The use of stencils is an a sure shot way to give the space some effervesce and character.



WALLFASHION STENCIL - SPRING DIARIES



Recommended Products for Walls in Club Houses



TEXTURED FINISH

Apcolite Premium Satin Emulsion

- Rich Satin finish
- Advanced Stain Guard
- High Washability
- Anti Fungal



WALLFASHION STENCIL - HONEY HARVEST

Recommended Products for Walls in Club Houses



TOP COAT

Tractor Emulsion

- Offers the finish of emulsion paint, economically
- Lasts for at least 3 - 4 years
- Superior Anti Fungal Shield
- Wide range of 1600+ shades

AREA-BASED PAINTING SOLUTIONS

Gymnasium

Gymnasiums enjoy heavy footfall and high traffic, which means that the careful selection of the right products for painting and maintenance is necessary. Dark wood flooring can be contrasted with bright walls to create the impression of space and airiness. Stencils not only add character to

an accent wall, but also provide relief by acting as focal points to the people who frequent gyms. Choose durable, high quality products that are specifically designed to neutralise odours, retain gloss, and are easy to maintain.



Recommended Products for Gymnasiums



TOP COAT
**Woodtech Emporio PU Super
Luxury Wood Finish**

- Excellent grain filling
- Improves adhesion with top coat



TOP COAT
**Woodtech PU Luxury
Wood Finish**

- Available in Gloss, Semi-Gloss, Matt and Dead Matt variants
- Excellent stain resistance and lasting gloss
- Superior scratch resistance

WALLFASHION STENCIL - FRAMES



Recommended Products for Walls in Gymnasiums



EMULSION
Royale Atmos

- Neutralizes indoor air pollutants
- Absorbs indoor odors
- Emits fresh fragrance

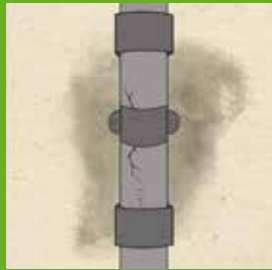
Post-Painting

POST-PAINTING CHECKS



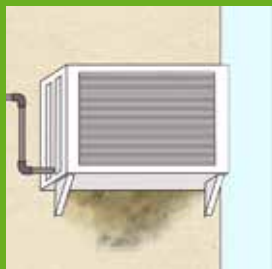
POST PAINTING CHECKS

Simple checks to help you keep your 'Landmark' Building looking great for many years!



Leaking pipes

Replace pipes every 10 years to prevent leakage & seepage from worn-out pipes.



Air conditioner ducts

Use longer pipes for water outflow and avoid water spattering on the walls.



Internal dampness

Look out for internal dampness. Repair cracks and replace leaking pipes immediately.



Drying clothes

Ensure that balconies are not used for drying clothes. Designate some areas as 'dry' areas where the water can drip on ceramic tiles rather than run off balconies and walls thereby leaving ugly streaks on your beautiful walls.



Weeds

Clear away plant growth from the drainage channels and wall surfaces.



Gardening or Plants

Channel water away from balcony flower pots, use trays to keep the flower pots and use tiles near the ground surface of walls to avoid water stains.



Bird Droppings

Prune overhanging branches and clean stains left by bird droppings as soon as possible before they become permanent.



Dust from Construction

Construction in or around your building can cause dust to settle on the walls. Do a light water-wash in such cases. If your locality tends to be dusty, or if your building is on a main road, choose a paint product that has very good dust pick-up resistance.



Monsoon Check

Prune trees with overhanging branches
Clean the roof and other horizontal surfaces to avoid water pooling.



Post Monsoon Check

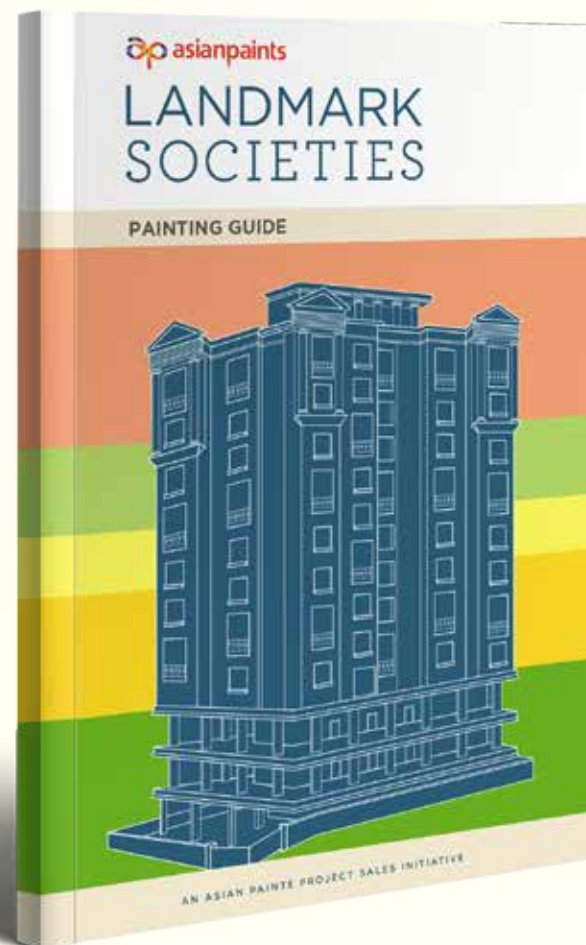
Check for algae (black spots) on your exterior walls.
Wash the walls with water.

Introducing the Asian Paints Project Management Folio

Managing and monitoring the different processes involved in painting is critical to getting the job done well. Now that you are aware of the three different stages

of painting and the activities involved Asian Paints presents Project Management Folio For Landmark Societies. This is a comprehensive tool that alongwith inputs from

specialized Asian Paints Technologist will help you plan, manage and execute the project right down to the last can of paint.



What the Project Management Folio offers



Site Inspection

This report will help you target and rectify the defects in the substrate conditions of your building and thereby ensure a longer-lasting paint job.

Choose Colours

Foresite | The Foresite Service will enable you to arrive at the most appropriate and pleasing colours for your building.

Sampling | Our trained painters will paint a few test strips of the colours you have selected, thereby allowing you to make an informed choice on the final product and shade combinations that you choose for your building.



Select Products

Our Project Sales officers will recommend not only the right products, but also the correct painting systems that go along with them, in accordance with the requirements of your building.



Surface Preparation

Our expert APPS personnel will carry out the necessary checks to make sure the surface is ready for painting and submit a detailed report to you on their findings.



Painting Progress

Our APPS personnel will monitor and track the progress of your painting job, right from the application of the first coat to the time that the final coat is applied.



Site Completion

Once your society is painted, it becomes a proud member of the "Landmark Societies". With your permission, it will be featured on the Asian Paints website photo gallery of Landmark Societies.

