

PRODUCT & APPLICATION INFORMATION

## TRUE MATT EMULSION

How to get the best finished result  
with our natural-based paint

Atelier Ellis  
PAINT

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#### ABOUT OUR PAINT

True Matt Emulsion is our beautiful breathable water-based paint. A luminous, water-based environmentally friendly paint that dries to an incredibly flat finish. It is suitable for interior use on newly plastered or previously painted walls and ceilings, for a beautiful finish that is wipeable and gently washable.

Over 94% of the ingredients are totally natural and unmodified. The rest of the materials are necessary to make paint that lasts, is durable and easy to use. We choose the best ingredients from trusted suppliers to keep these ingredients to a minimum.

It is breathable (or microporous) with an SD value of 0.004, which means it can be used on lime plaster or other breathable interior surfaces.

It is safe to use in children's rooms, carrying the Safety of Toys Standard (EN71-3:2019).

It also has minimal VOC (0.07g/litre) and is completely free from heavy metals and micro-plastic, as well as glycols, unpleasant alcohol derivatives commonly used as an additive in modern paint.

To make our colours, we invest in the best and safest pigments we can—these are mostly natural pigments. All our pigments are VOC free (<1 g/l) and APE free.

#### SIZES

Available in 100ml sample pots, 2.5 litres and 5 litres tins.

#### COLOUR RANGE

Available in all 76 colours.

#### INGREDIENTS

- British filtered water
- Filler—Pure Calcium Carbonate
- Emulsion resin—Vinyl Acetate Resin from a carbon neutral supplier who is iso-14001 Responsible Care Approved and has earned the Energy Star Award 2020 for sustained excellence five years in a row.
- Pigments—including Titanium Dioxide
- Preservative 0.013% (Isothiazolinone Mixture),
- Thickener—Cellulose Based—0.1%
- PH modifier—a natural ingredient

Contains no heavy metals and uses non-hazardous natural mineral materials.

#### COVERAGE

12–15m<sup>2</sup> per litre per coat. Please note, coverage is dependent on absorbency of the substrate and application technique. Two coats are required.

#### THINNER

True Matt Emulsion is a thick emulsion and can be thinned with up to 10% of water if needed.

#### USES

True Matt Emulsion is perfect for painting dry, absorbent, grease-free surfaces such as wallpaper, plaster and most common mineral surfaces. Easy to apply, it is highly breathable, is perfect for use on new lime and gypsum plaster and sound, previously painted surfaces.

#### KEY FACTS

Touch dry time: 30 minutes

Recoat time: 4 – 6 hours

Sheen level: 3%

Low VOC: Yes—0.07g/litre

Breathability: Water Vapour Permeability SD value = 0.004m

Emissions: A+

Abrasion Resistance—Wipeable & Washable

Certifications—BS EN ISO 7783:2018 & BS EN 71-3 2019



## APPLICATION GUIDE

### BEFORE YOU START

Because True Matt Emulsion is made from natural ingredients, there may be subtle variations in shade between batches. If using more than one tin, mix the tins together to ensure uniformity of colour. Make sure you order enough paint for the whole project to avoid any slight variations.

### PREPARING THE WALLS

Make sure the surface is clean, completely dry and free from dirt, grease, oil and mildew. Previously painted walls should be washed with water, to ensure a clean and dust free surface. Remove any loose, flaking or peeling material, fill in any flaws and sand to a smooth finish.

If painting on lime plaster, please ensure this has been left to dry thoroughly before painting. If the plaster had not been left to dry fully this will result in a poor finish. Lime plaster may need be moistened before applying True Matt Emulsion.

### PRIMING

For highly absorbent areas, for example, fresh lime or gypsum plaster, newly applied fillers and relatively new plasters, use a mist coat of True Matt Emulsion diluted with 20% water.

### PAINTING

Please check the colour is correct then stir the paint thoroughly.

For best results, we recommend applying True Matt Emulsion with a short to medium pile roller, brush or airless spray equipment. The paint may be thinned if necessary with up to 10% water.

Paint or spray two coats uniformly, apply liberally and do not overspread.

Recoat only when the previous coat is fully dry. Recoating before this will affect the durability and the final look of the paint finish.

Always paint to a wet edge and paint in manageable sections, including cutting in, so these areas do not dry before painting or rolling up to them. Avoid partial drying and don't 'touch-up' between coats. Good ventilation improves drying times.

Do not paint when the temperature is below 8°C or above 30°C.

### DRYING TIMES

Touch dry in 30 minutes recoatable after 4-6 hours and will be fully cured and hardened in 5-7 days.

High humidity and lower temperatures extend drying times. Ensure good ventilation while the paint is drying.

### MAINTENANCE AND REPAIRS.

Newly painted walls should not be wiped for 5-7 days. This give the product time to fully cure and strengthen.

True Matt Emulsion is designed to be gently wiped/washed down with clean, warm water with no cleaning products or detergents. Any sponges or cloths used should be soft and clean, with no hard edges or seams. The painted areas should not be flooded with water.

Grease and oil stains are unlikely to be removable from matt emulsion surfaces, as these will soak through into the wall. For such stains we suggest a drop of white vinegar in warm water and washing gently with a soft sponge or cloth. You can also try using a small amount of mild detergent and warm water. These methods are a last resort and only recommended for grease and oil stains and are not guaranteed to work.

### TOUCHING IN

Sometimes you have to accept that a wall has been marked beyond repair. If a stain has soaked in or if the mark is a physical scuff, then touching in is the only solution. It is possible to touch in small areas of damage. Use a fine sponge (or soft lint free cloth) without hard edges. Randomly dab some thinned paint in all directions from the centre of the mark (rotating the dabs) and feathering out (using lighter dabs as you move out). The same result can be achieved using a soft brush. The touched up area may still be slightly visible, but should be greatly improved.

For best results on larger areas, we would recommend applying a single coat of paint across the entire wall or walls that are damaged – using the same batch of paint that you originally carried the work out with.

Paint colours change naturally over time from exposure to light, so we cannot guarantee perfect matches when touching in.

#### CLEANING & STORAGE

Remove excess paint from brushes and rollers and clean them immediately in warm, soapy water. Rinse in clean water then let them dry naturally.

Decant any leftover paint into smaller containers and label them with the type, colour, date and room/surface. Store any unused paint in a cool, dry, frost-free place, away from direct sunlight and sources of heat or ignition. Make sure the tin lid is replaced securely after use. When unopened and stored in these conditions, True Matt Emulsion can be kept and used for up to two years.

#### DISPOSAL & RECYCLING

Do not empty this paint into drains or watercourses. Dispose of excess or waste paint via a licensed waste handling operator or through [www.communityrepaint.org.uk](http://www.communityrepaint.org.uk).

Our metal containers are 100% recyclable. Please check with your local authority for details of how to recycle them safely.

#### HEALTH & SAFETY

Make sure the room you are painting is well-ventilated while you are working and when the paint is drying. Please avoid contact with your skin and eyes. In case of contact with eyes, rinse immediately with cold water and seek medical advice. After contact with skin wash immediately with plenty of soap and water.

Keep out of reach of children

Please note: The information in this product and application guide is correct to the best of our knowledge and experience. Atelier Ellis reserves the right to change the information provided without notice. The information supplied is for guidance and is given in good faith but without warranty, since skill of application, cleaning method and site conditions are beyond our control. No liability can be accepted on the basis of the information supplied. Updated 27 October 2022.

For further information, please visit [www.atelierellis.co.uk](http://www.atelierellis.co.uk) or email [hello@atelierellis.co.uk](mailto:hello@atelierellis.co.uk)