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**SHALIMAR**  
PAINTS  
SINCE 1902



# HERO INSIGNIA

## LUXURY INTERIOR EMULSION

**Shalimar Hero Insignia** is a water-based luxury interior emulsion with hybrid binder technology which imparts the toughness & high level of inertness for long lasting, luxurious and stain free walls. It delivers rich and bright colours with a touch of refined and delicate sophistication. It also has excellent scuff resistance which keeps your wall safe from furniture drag.

### PRODUCT BENEFITS



#### ANTI-SCUFF PROPERTY

Excellent scuff resistance which resists furniture drag marks to ensure long lasting beauty



#### SUPERIOR STAIN RESISTANCE

Excellent resistance to household stains like tea, coffee, ketchup, ice cream



#### ZERO VOC

Eco friendly green product



#### 10-YEAR WARRANTY

Younger & long lasting walls for years to come



#### LUXURIOUS SILKY FINISH

Gives a luxurious silky smooth finish to the wall

### PRODUCT FEATURES

#### WASHABILITY



#### AVAILABLE PACK SIZES



#### SHELF LIFE



#### FINISH



#### COVERAGE\*



#### SHADES



#### VOC LEVEL

ZERO (LESS THAN 5 GRAMS / LITRE)

### APPLICATION PROCESS

#### Surface Preparation

- New surface to be cured 28 days before painting and free from all waterproofing issues.
- Prepare the surface by using suitable sand/emery paper or scrapping tools to remove dirt, dust, grease, loose flaking paint, laitance, algae, fungi, etc and wipe it clean.

#### Primer

- Apply a coat of Shalimar Hero interior exterior primer. Allow it to dry for 3-4 hrs.
- Spot prime before and after filling nail holes or cracks.

#### Putty (if required)

- Level the surface with Shalimar Shakti Wall Guard putty & allow it to dry for 4-6 hrs.
- Sand surface with 180/320 emery paper and wipe it clean.
- Apply an additional coat depending upon the surface condition and smoothen the surface. Minimize surface undulations with Shalimar Magic Acrylic putty & allow it to dry for 4 – 6 hrs.

#### Primer

- Apply a coat of Shalimar Hero interior exterior primer. Allow it to dry for 3 – 4 hrs.

#### Top Coat

- Thin Hero Insignia Luxury Interior Emulsion with potable water 40 – 50 % by volume. For dark shades thin with potable water 20 – 30 % by volume.
- Apply 2 coats of Insignia Luxury Interior Emulsion with an interval of 4 – 6 hrs.
- Application can be done by brush, roller or spray.
- For dark shades, additional coat may be required for better hiding and appearance.

#### Application Surfaces

- All kind of well-prepared interior plasters, concrete and masonry surfaces.

## PRECAUTIONS



- Do not apply when ambient temperature is less than 10°C or if the temperature might drop to this level within 4 hrs of application
- Do not apply when humidity is greater than 90%. It may cause prolonged drying time of paint and moisture condensation on the walls
- Do not over-thin or over-extend the brush
- Tint using shalimar paints machine colorants only
- Stir well and strain before use
- Tinted paints need thorough shaking immediately after tinter addition as well as before use
- For best performance, ensure that the surface is dry. On moisture meter, the reading should be below 16%. In case it is above that, find out the source of water and address it before painting
- For better washability ensure the paint surface is cured for 2 weeks under normal atmospheric conditions (30° C; 50 - 60 % rh)
- Application of acrylic wall putty and adherence to the painting system is mandatory for best results

## SAFETY FEATURES



- Kindly refer to the MSDS for detailed information on safety measures while handling the paint, which is available on request
- Store the container with the lid tightly closed in an upright position, in a cool, dry place
- Keep out of reach of children and away from eatables
- May be harmful, if swallowed. In case of ingestion seek immediate medical attention
- Wear eye protection during application. In case of contact with eyes, rinse immediately with plenty of water and seek medical advice
- In case of skin contact, immediately wash skin with soap and plenty of water. Get medical attention if irritation develops or persists
- Do not breathe vapour or spray. It is recommended to wear suitable nose pad during sanding and surface preparation to avoid dust inhalation
- Left-Over Material Disposal: Left-over material/drums should not be disposed in soil/drains. Consumers should consult a local recycling agency for proper disposal of paint/drum
- In the event of spills, contain spillage using sand or earth
- No added Lead, Mercury or Chromium compounds

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### DISCLAIMER

(\*Spreading Capacity may vary depending upon the surface condition, porosity of the surface and method of application)

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