

Majestic Pure Color

Product description

Type

Majestic Pure Color is specially formulated to deliver premium quality, beautiful, lasting matt finish. Comes with Super Matt finish that produces an anti-reflective look, and is further engineered for perfection. The product also features superb durability and excellent washability, delivering elegantly matt, rich velvety walls that stays pristine for years to come.

Features and benefits

Unique Color Experience - Completely undistorted by gloss, MAJESTIC PURE COLOR allows the true hues of the paint to stand out. The Super Matt finish makes strong, bold colours look elegant yet comfortable; neutral shades appear softer for a tranquil atmospheres.

Most Durable Matt - With the advanced technology, MAJESTIC PURE COLOR delivers unmatched durability that can withstand scuffs, scratches, and burnish even around high traffic interior environments, keeping walls in pristine condition year after year.

Anti-Reflection - The non-reflective super matt finish creates a calming ambience and conceals imperfections flawlessly, creating walls with an undistorted finish from all angles.

Easily Washable - MAJESTIC PURE COLOR is designed to resist stains and dirt that makes cleaning of accidental marks or spills a breeze, leaving wall surfaces always looking fresh and flawless.

Ultra Low VOC - Has low volatile organic compound (VOC) and passes international & local green coating standards.

Anti-Bacterial & Anti-Fungal - Prevent the spread of bacteria and growth of fungus indoors.

Minimal Odour- No harmful emissions and chemicals, MAJESTIC PURE COLOR has ultra-low VOC and has the least odour.

Perfect Colour in 2 Coats - Gives you the perfect colour in just 2 coats of paint.*

** Disclaimer: Perfect colour and good hiding may be influenced by the contrast between substrate and paint colour, as well as the chosen colour shade. Additional coat maybe needed depending on substrate condition.*

Recommended use

For interior application, suitable for new buildings or repainting.

Substrate

On concrete, masonry, plaster, brick work and soft board surfaces.

Product data

Packaging size	Packing may vary from country to country according to local requirements.
Colours	As per colour card and available in Jotun Multicolor tinting system (Interior range).
Solids by volume	42 ± 2 volume%
Specific gravity	

Application data

Remarks

Handle with care. Stir well before use.

Application equipment / methods

By brush, roller, airless spray or conventional spray.

Guiding data for airless spray

Nozzle tip	0.021–0.027"
Spray angle degrees	65–80°
Pressure at nozzle	140 - 190 kg/cm ² (2100 psi)

Spreading rate per coat

Theoretical	14 m ² /l - 10.5 m ² /l
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Spreading rate is based on theoretical calculation and in accordance to SS500:2015 specifications.

Consult Jotun's Technical Sales Service for more details. Actual spreading rate depends on film thickness applied, type of texture, surface porosity, imperfections, temperature, wastage during painting, etc.

Recommended film thickness per coat

Wet	71.4 µm - 95.2 µm
Dry	30 µm - 40 µm

Film thickness will vary and are calculated as an average.

Thinner

Water

Dilution

The paint is ready to use after proper stirring. If thinning is required, water may be added up to a maximum of 5%.

Conditions during application

The temperature of the substrate should be minimum 10 °C and at least 3 °C above the dew point of the air, measured in the vicinity of the substrate. Good ventilation is usually required in confined areas to ensure proper drying.

Drying times

Drying times are generally related to air circulation, temperature, film thickness and number of coats, and will be affected correspondingly. The figures given in the table are typical with:

Good ventilation (Outdoor exposure or free circulation of air)

Typical film thickness

One coat on top of inert substrate

The given data must be considered as guidelines only. The actual drying time and time before recoating may be shorter or longer, depending on the ambient temperature, film thickness, ventilation, humidity, underlying paint system, requirement for early handling and mechanical strength etc.

1. Recommended data given is, for recoating with the same generic type of paint.

2. In case of multi-coat application, drying times will be influenced by the number and sequence and by the total thickness of previous coats applied.

3. The surface should be dry and free from any contamination prior to application of the subsequent coat.

The drying time is measured by stated values:

Relative Humidity (RH) 50 %

Substrate temperature	10 °C	23 °C	40 °C
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Surface (touch) dry	3 h	2 h	1 h
Hard dry	12 h	8 h	6 h
Dry to over coat, minimum	6 h	4 h	2 h

Directions for use

Surface preparation

The substrate must be sound, clean, dry and free from dust, oil, grease, laitance etc. All traces of form release agents/curing agents must be removed. A light sanding with suitable abrasive material is recommended before application. Any resulting dust/loose particles must be removed.

Recommended paint system

Primer

Majestic Primer : 1 coat

Topcoat

Majestic Pure Color : 2 coats

Storage

The product must be stored in accordance with national regulations. Keep the containers in a dry, cool, well ventilated space and away from sources of heat and ignition. Containers must be kept tightly closed. Handle with care.

Environmental labelling

Green Building Standards

The declared product contributes to Green Building Standard credits by meeting the following specific requirements:

LEED®v4.1 (2020) / LEED®v4 (2013)

EQ credit: Low emitting materials

- VOC content for Flat coatings (50 g/l) (CARB (SCM)2007) and emission less or equal to 0.5 mg/m³ (CDPH method 1.2 (2017))

MR credit: Building product disclosure and optimization

- Material Ingredients, Option 2: Material Ingredient Optimization, International Alternative Compliance Path - REACH optimization: Fully inventoried chemical ingredients to 100 ppm and not containing substances on the REACH Authorization list – Annex XIV, the Restriction list – Annex XVII and the SVHC candidate list.

- Environmental Product Declarations. Product-specific Type III EPD (ISO 14025;21930, EN 15804).

BREEAM® International (2021) / BREEAM® International (2016)

- Hea 02: VOC exemplary emission (CDPH method 1.2 (2017)) and the VOC content for Interior matt walls and ceilings (Gloss <25@ 60o) (10 g/l).

- Mat 01: Product-specific Type III EPD (ISO 14025;21930, EN 15804).

Additional certificates and approvals may be available on request.

Certificates

Complies to Singapore Green Label, Malaysia SIRIM Eco-Label

Tests

Wet Scrub Resistance Test measured according to SS5:Part F5 2003 (2013)

Anti-Bacteria Test measured according to ISO 22196:2011

Fungus Resistance Test measured according to SS 150 : 2021 (Annex A: Fungal Resistance)

Volatile Organic Compound Content Test measured according to GLS032 as per BS EN ISO 11890-2:2013

Opacity Test measured according to SS 150: 1998 in reference to SS 5 Part E2: 2013 (2018)

Health and safety

Please observe the environmental and precautionary notices displayed on the container.

A Material Safety Data Sheet for the product has been issued.

Detailed information regarding health and safety risks and precautions for the use of this product is specified in the product's Safety Data Sheet.

First-aid measures, refer to section 4.

Handling and storage, refer to section 7.

Transport information, refer to section 14.

Regulatory information, refer to section 15.

Disclaimer

The information in this document is given to the best of Jotun's knowledge, based on laboratory testing and practical experience. Jotun's products are considered as semi-finished goods and as such, products are often used under conditions beyond Jotun's control. Jotun cannot guarantee anything but the quality of the product itself. Minor product variations may be implemented in order to comply with local requirements. Jotun reserves the right to change the given data without further notice.

Users should always consult Jotun for specific guidance on the general suitability of this product for their needs and specific application practices.

If there is any inconsistency between different language issues of this document, the English (United Kingdom) version will prevail.