

PRODUCT CODE 0068

# Apex Ultima

Asian Paints Apex Ultima Weatherproof Exterior Emulsion is a water-based, 100% Acrylic smooth emulsion enhanced with PU Serum. It offers an anti-algal and high performance exterior wall finish.

## PRODUCT BENEFITS

### Colour Stay Pro

Apex Ultima uses specially formulated high-performance colour pigments and binder technology, which offers excellent resistance to ultraviolet radiation. This ensures brighter, cleaner shades that will not fade, and your home continues to look beautiful over time.

### Ultimate Durability

With PU reinforced durability, Apex Ultima comes with a comprehensive 8-year performance warranty. (Please refer to the Asian Paints Apex Ultima product warranty booklet.)

### Algae-Shield Pro

Apex Ultima contains an advanced anti-algal formula which fights the formation of algae and keeps away ugly black spots from your walls.

### Dust Proof

Apex Ultima is designed with an excellent Dirt Pick Up Resistance (DPUR) property. It fights dust from settling on the wall surface and thereby retains the initial beauty.

### Ultimate Sheen

Apex Ultima offers rich PU-dispersed sheen, giving your newly painted home a classy finish.



WATER BASED

LEAD FREE GUARANTEE  
Asian Paints products contain no added Lead. Lead is a heavy metal that can cause serious health problems, especially for children. From April 2005.



\*Apex Ultima is powered by PU Serum, providing your home with a luxurious sheen and ultimate resilience against extreme weather conditions.

## PRODUCT FEATURES

### DURABILITY

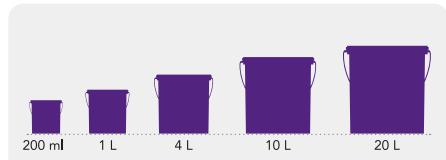


✓ BEST IN CLASS\*

HIGH  
MEDIUM  
LOW

\*Based on lab (QUV) and field results.

### AVAILABLE PACKS



Shelf life: 5 years from date of manufacture in original tightly closed containers away from direct sunlight and excessive heat.

## HOW TO APPLY

### PRE PAINTING STEPS



**PLASTER** New masonry surfaces must be allowed to cure completely. It is recommended to allow 28 days as the curing time for new masonry surfaces.



**CLEANING** Surface should be free from any loose paint, dust or grease. Growth of fungus, algae or moss should be removed by wire brushing and water. If the underlying surface exhibits chalkiness, use Asian Paints SmartCare Primero.



**FOR FILLING CRACKS** To fill upto 3mm cracks, use Asian Paints SmartCare Crack Seal.

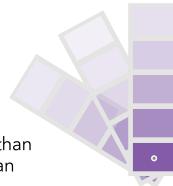


**FOR FILLING HOLES & DENTS** In case of dents and holes use Asian Paints Wall Putty or a mix of white cement and fine sand in the ratio 1:3.

For exterior surfaces or substrates that are subjected to continuous seepage or dampness, kindly use Asian Paints SmartCare DampProof, before the top coat application.

### COLOURS AVAILABLE

2100+\*



\*Currently available in more than 2100+ shades as per the Asian Paints Colour Cosmos.

### FINISH



MATT      SOFT SHEEN      RICH SHEEN      HIGH GLOSS

✓ SMOOTH

Refer to sheen levels in technical details

### COVERAGE

On normal masonry surface by brushing



2 COATS  
55 - 65 sq.ft./ltr\*\*

\*\*Actual coverage may vary from the quoted coverage due to factors such as method and condition of application, surface roughness and porosity.

### PAINT APPLICATION PROCESS

APPLICATION	PRODUCT CODE	THINNER	DILUTION % (BY VOLUME)	APPLICATION <sup>1</sup> VISCOSITY (SEC)	RECOATING PERIOD <sup>2</sup> (HOURS)
STEP 1 <b>TRUCARE WALL PUTTY</b> (OPTIONAL)	0079	WATER	BASED ON REQUIREMENT TO FORM PASTE	PASTE FORM	4 HRS
STEP 2 <b>TRUCARE EXTERIOR WALL PRIMER</b> BRUSH / ROLLER / SPRAY	0065	WATER	BRUSH 90 - 110 ROLLER 90 - 110 SPRAY 40 - 45	BRUSH 15 - 18 SPRAY 33	4 HRS
HORIZONTAL SURFACES LIKE TOP OF WINDOWS, LEDGES SHOULD BE PAINTED WITH 3 COATS OF APEX ULTIMA FOR GREATER PROTECTION					
APPLICATION OF PRIMER IS MANDATORY					
STEP 3 <b>FIRST COAT APEX ULTIMA</b> BRUSH / ROLLER / SPRAY	0068	WATER	40	35 - 45	4 - 6 HRS
STEP 4 <b>SECOND COAT APEX ULTIMA</b> BRUSH / ROLLER / SPRAY	0068	WATER	40	35 - 45	4 - 6 HRS

1. As measured through a Ford cup.

2. Recoat period is quoted for 30°C and 50-60% Relative Humidity, these may vary under different conditions.

3. Do not apply when temperature is less than 10°C & humidity is greater than 90%.

4. Do not apply during rainy conditions.

5. Some shades may require a 3 coat application.

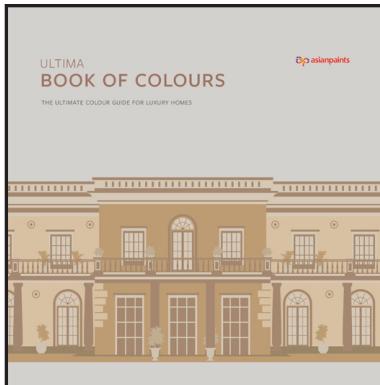
## HOW TO CHOOSE COLOURS

Browse through Asian Paints colour tools to help you find the right colour combination

ASIAN PAINTS COLOUR COSMOS



ULTIMA BOOK OF COLOURS  
(FOR HOMES)



ULTIMA DESIGNER PALETTE



## ADDITIONAL INFORMATION

### PRODUCT BROCHURE

For more information, please go through the Apex Ultima Brochure:



### PRECAUTIONS

- Do not apply when ambient temperature is less than 10°C or if the temperature might drop to this level within 4 hours of application.
- Do not over-thin or over-extend the brush.
- Tint using Asian Paints machine colourants only.
- Stir well and strain before use.
- Tinted paints need thorough shaking immediately after tint addition as well as before use. For extremely rough surface including textures: Application by brush is recommended to ensure all the grooves are covered well.
- Paint will not cover existing cracks, proper care to be taken to ensure the cracks are filled first and then topcoat is applied.
- For surfaces having heavy algal infestation, proper cleaning followed by application of Asian Paints SmartCare BioBlock is mandated.
- Primer coat or only one coat of topcoat should not be kept exposed in monsoon. Complete application before monsoon to be ensured.
- Specially in pre-monsoon season, horizontal surface to be coated first and then vertical. This will help reduce the streak marks of algal growth, if any.
- For best performance ensure that the surface is dry. On moisture meter it should be under the green zone. In case it is in red zone, find out the source of water and address it before painting.
- pH of wall to be below 12. If higher, use of Asian Paints SmartCare Primero is recommended.
- Thinned paint should be consumed within 24 hours of dilution. Accordingly it is recommended to thin down only necessary amount of paint. Post 24 hours, thinned paint may be susceptible for microbial attack.
- Do not use chlorinated water for dilution.

### VOC CONTENT



Low VOC  
No Harmful Chemicals

### POST PAINTING CARE

For the best performance of the paint, ensure proper washing of the painting surface and cleaning of all algal and fungal growth, if any, at regular intervals of six months.

### TECHNICAL DETAILS

- a. **Drying time:** Surface dry time 30 min
- b. **Sheen levels:** 12 - 20 at 60 deg GH
- c. **Flash point IS101/1987 Part 1, Sec 6:** NA
- d. **Stability of thinned paint:** To be used within 24 hours

### WARRANTY REGISTRATION

To register the product warranty, please call 1800-209-5678 or complete the warranty registration form on our website within 45 days of purchasing the material and within 15 days of painting completion.

### SAFETY FEATURES

- Kindly refer to the MSDS for Asian Paints Apex Ultima which gives 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.
- If swallowed, it can be harmful. 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.
- Do not pour leftover paint down the drain or in water courses.
- In the event of spills, contain spillage using sand or earth.
- No added Lead, Mercury or Chromium compounds.
- Left-over paint/drums should not be disposed in soil/drains. Consumers should consult a local recycling agency for proper disposal of paint/drums.