



Vogue

PLUSH INTERIORS
EFFECTIQ



Vogue Effectiq is a water-based acrylic emulsion paint for interior special effect texture application. It is a special effect paint that will enable you to transform your walls with a variety of innovative and creative effects, propped with the latest trending colours. This product has been ingeniously developed in a way that it provides higher open time for effect creation as well as dries to touch within 6-8 hours of application.

PACK SIZES



GLOSS LEVEL



FEATURES

- Germ Block
- HD Patterns
- Optimum Design Time
- Easy Wash

CAUTION

- Do not apply at temperatures below 10°C and over 40°C
- Do not over-thin more than 10% as it will affect pattern sharpness
- Do not apply if humidity level is more than 85%, and in extremely dry climates below 30% RH
- Wetting of surface, wetting of floors, and closure of windows would be necessary to maintain humidity
- In case of eye contact, wash with plenty of water. Take medical advice
- Tightly close the lid when not in use and store in a cool, dry place

CERTIFICATION

- Compliant to JIS Z 2801: 2012 test for Anti-Bacterial Activity
- No Fungal Growth as per ASTM D5590:2017
- Compliant to ISO 21702: 2019 for Anti Viral Activity.
- Resistance to Household Stains as per ASTM test D4828:94 (2016)

PREPARATION

- Surfaces to be painted must be clean, dry, and free from seepage, leakage, loose old paint, dirt, dust, grease, oil, soap, wax and other impurities
- Remove any peeling paint and sand these areas to feather edges smooth with adjacent surfaces
- New plaster or masonry surfaces must be allowed to cure for 28 days before application. Cured plaster should be hard (non-powdery) and in sound condition
- Growths of fungus, algae or moss should be removed by wire brushing and washing thoroughly with potable water
- In case of areas having excess dampness, please repair the surface before painting. In case there are structural cracks, please study and repair them with a Structural Engineer
- Open non-structural cracks in V-groove and fill with cement/crack filler
- Apply cement/acrylic putty (wherever needed) to fill the dents and level the surface. Sand and smoothen the surface with sandpaper no. 320 and wipe clean before paint application

APPLICATION

- ROLLER** For best results, use a Short Nap Felt Roller
- DILUTION** Dilute Halo Majestic Interiors with 25% clean water

STEP 1

BASE COAT



4 hrs dry
Before re-coat

BASE COAT APPLICATION: Apply specific shade of appropriate base coat of JSW Paints Interior Emulsion Paint as per product application recommendations. For best results, we recommend Halo Majestic Interiors.**

- ROLLER** For best results, use a Mid Nap Roller
- DILUTION** Dilute Vogue top coat up to 10% of potable water

STEP 2

TOP COAT



6-8 hrs dry
Before re-coat

"PAINT-OFF" EFFECTS: Selective removal of paint by effect finish tool

- Apply Vogue top coat uniformly over base coat in handy 3X3 patches with mid-nap felt roller. Use the appropriate effect finish tool as per applicable design patterns.

"PAINT-OFF" EFFECTS: Selective addition of paint by effect finish tool

- Apply Vogue top coat uniformly on appropriate tools. Use the paint loaded effect tool as per applicable design patterns.

**Additional coats may be required for darker shades.



INFORMATION AND CARE

ENVIRONMENTAL HEALTH AND SAFETY

- Use only with adequate ventilation during application and drying
- Avoid contact with eyes and prolonged or repeated contact with skin
- Do not breathe spray mist or sanding dust
- Use dust mask or nose pad during application, sanding and clean up
- Close container after each use
- Wash thoroughly after handling
- 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
- No added Lead, Mercury, Chromium, Arsenic and other heavy metals

POST PAINTING CARE

- Always remove any wall stains immediately from the walls
- Remove all dirt using a clean cloth or duster. Always remove dirt from top to bottom. This helps in avoiding loose dirt from smudging the walls
- For household stains like pencil, tea, coffee, crayons, turmeric ketchup, sketch pen, etc., use liquid dish wash/mild detergent solution. Use a sponge to remove the stains. Wipe the area with a clean cloth
- Prevent sharp objects or impact that damage paint film
- Ensure proper cleaning of surface at an interval of 6 months

PRODUCT INFORMATION

Colours	White
Tint Bases	Clear

KEY DATA

No. of colours	176
Coverage^	100-180 Sqft/L
Drying Time* (30°C @ 60 R/H)	6-8 hours
Flash Point	Water-based, not applicable
Thin with	Water



PRODUCT FINISH

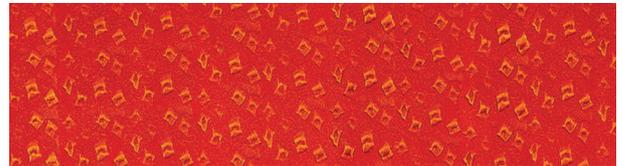
Meteors

Vogue Meteors Tool



Bandhej

Vogue Bandhej Roller



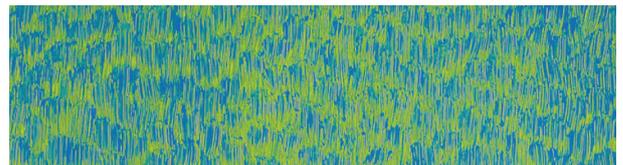
Thatches

Vogue Thatches Scraper



Blaze

Vogue Blaze Tool



Ikot

Vogue Ikot Tool



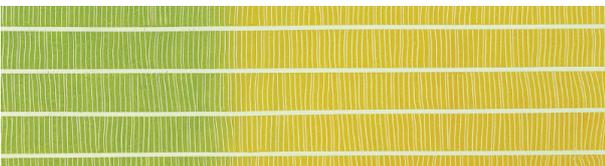
Horizons

Vogue Effects Brush Tool



Stacks

Vogue Combing Tool



Orbital

Vogue Orbital Tool



*Colour, shades and design styles are indicative and may vary according to the painter's work.

Other **Voque** product:



The JSW Paints Vogue range brings you best-in-class special effect paints for interiors.

Carefully crafted for a luxurious feel, Vogue Metalliq is a water-based acrylic emulsion paint that ingeniously dries to touch within 6-8 hours of application. This special effect paint is designed to enable you to transform your walls with a variety of innovative and creative effects, propped with the latest trending colours.

Every JSW Paints product works to transform beautiful thoughts into reality. Everything about the paint, its application, and its finish is designed to be the 'Simple-Swift-Sure' way to making homes beautiful.

JSW Paints - Think Beautiful



VOGUE METALLIQ



JSW Paints presents Colourvista Shade **Panorama**, a splendid collection of 1808 curated shades assembled in tones for every mood. The Colourvista Shade **Panorama** Fandeck is uniquely designed to easily pick the right colour and choose colour combinations for homes.



Colourvista Shade Panorama

FEATURES OF THE INNOVATIVE FANDECK

- 1808 Curated Shades
- Tone Based User-friendly Fandeck
- Easy to Choose Colour Combinations

Version No. 01 (03/2022)

This information sheet supersedes all previous versions

For feedback/complaints, write to Customer Care Manager, JSW Paint Pvt. Ltd, Jindal Mansion, 5A, Dr. G.Deshmukh Marg, Mumbai 400 026, India or email at ccpaints@jsw.in or call on 1800-121-5797.

*Drying time and number of coats are dependent on temperature, humidity, surface porosity and film thickness.

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