

EXTERIORS EMULTIONS

TUFF - ULTIMA

Protecting the Exteriors in the
Egyptian Climate



ULTIMA

LUXURY EXTERIOR EMULSION PAINT



ULTIMA

LUXURY EXTERIOR EMULSION PAINT



Ultima is a 100% pure acrylic water based emulsion modified with PU technology that offer unmatched performance finish for exterior.

Available in Matt /Silk

ULTIMA promise of 12 years performance against flaking and chalking, color retention, film integrity and resistance towards algal growth.



ULTIMA

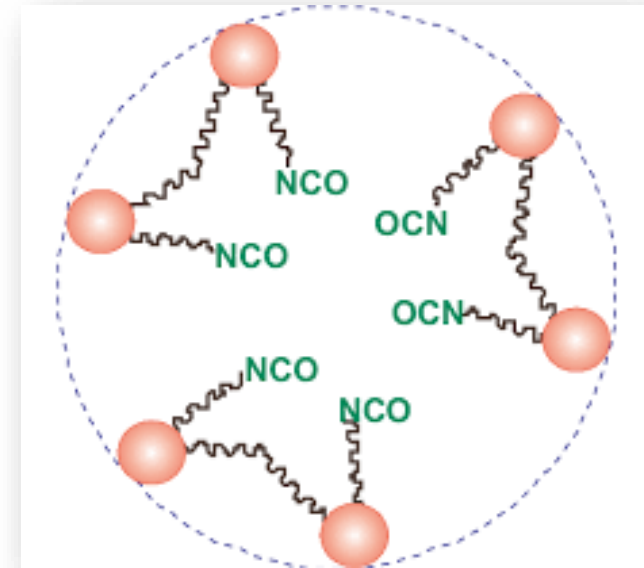
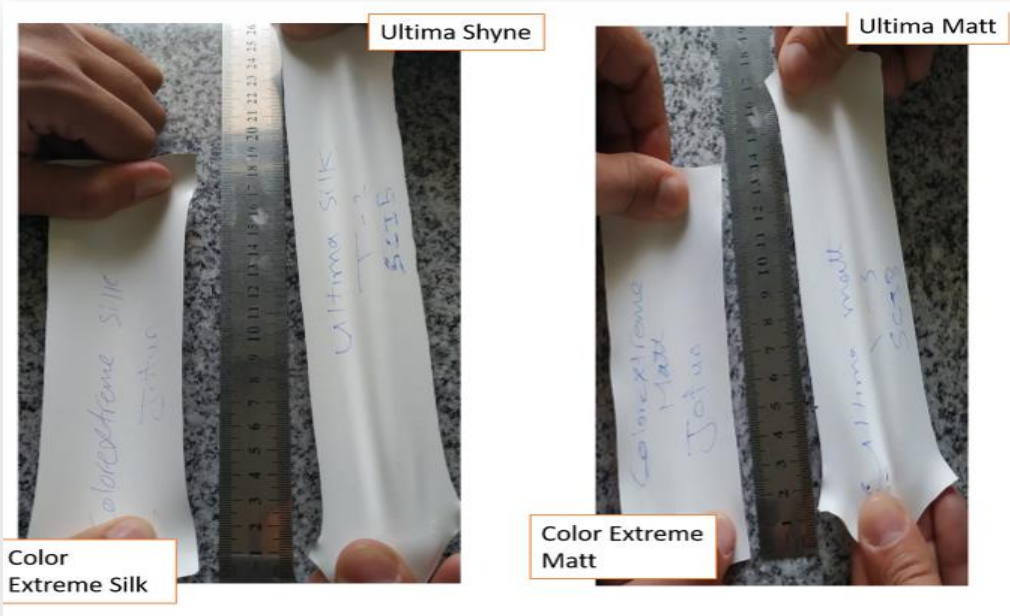
PU Technology

LUXURY EXTERIOR EMULSION PAINT

- PU (Polyurethane Dispersion) technology offers superior strength to the film in terms of
 - Mechanical strength/toughness to the film
 - Abrasion resistance
 - Good Elongation with high dirt pick up resistance



Flexibility Demonstration: Ultima vs Competition



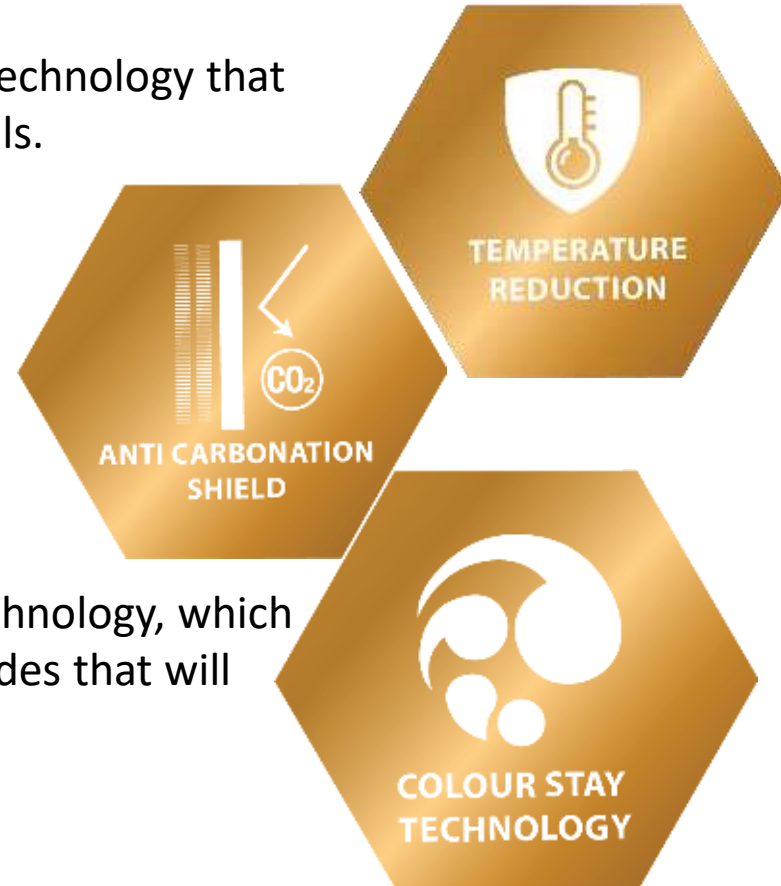
PUD Building Block

ULTIMA

LUXURY EXTERIOR EMULSION PAINT



- Ultima contains Temperature Reduction formulation, an advanced heat reflecting technology that keeps the interiors cooler 3 to 10 degrees, thereby leading to savings on energy bills.
- The Ultima range of products offer anti-carbonation protection (C1 Category) with good water vapour transmission – breathable coating, a non-porous film which prevents carbon dioxide from entering the walls and causing corrosion
- Ultima uses specially formulated high performance colour pigments and binder technology, which offer excellent resistance to ultraviolet radiation. This ensures brighter, cleaner shades that will not fade, ensure your home continues to look beautiful over time



ULTIMA

LUXURY EXTERIOR EMULSION PAINT



- High Flexibility with PU Technology in Ultima offers a flexible coating with crack-bridging properties, flexing with extremes in temperature, thereby keeping your walls crack free

Ultima Matt/Silk : ≥ 0.75 at 120 micron DFT

- Ultima is designed with a unique Dirt Pick Up Resistance (DPUR) property. It fights against dust from settling on the wall surface and thereby retains the initial beauty



Storage & shelf life: 24 months

ULTIMA

TEXTURE



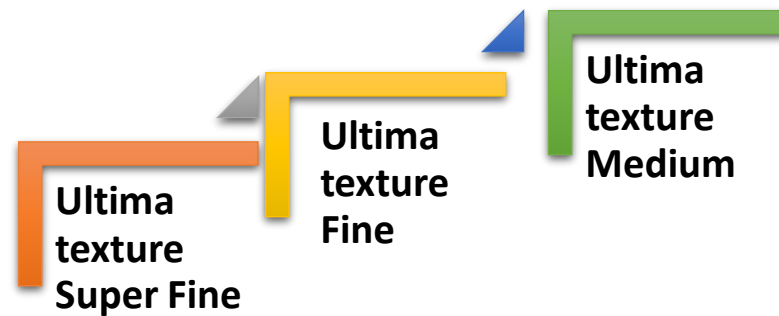
ULTIMA

TEXTURE



Ultima Texture is a 100% pure acrylic water-based emulsion modified with PU technology that offer unmatched performance finish for exterior.

Available in 3 different textures / white and 22 direct shades



HIGHLY DURABLE

ULTIMA

TEXTURE



- Ultima contains Temperature Reduction formulation, an advanced heat reflecting technology that keeps the interiors cooler, 3 to 10 degrees , thereby leading to savings on energy bills.
- High Flexibility with PU Technology PU technology in Ultima offers a flexible coating with crack-bridging properties, flexing with extremes in temperature, thereby keeping your walls crack free
- The Ultima range of products offer anti-carbonation protection (C1 Category) with good water vapour transmission – breathable coating, a non-porous film which prevents carbon dioxide from entering the walls and causing corrosion



Storage & shelf life: 24 months

TUFF

ULTRA PREMIUM
EXTERIOR
EMULSION
PAINT



TUFF

ULTRA PREMIUM
EXTERIOR
EMULSION
PAINT

Tuff is a 100% pure acrylic water based emulsion that's offers unmatched high-performance finish for exterior walls.

Available in Matt /Silk

TUFF promise of 7 years performance against flaking and chalking, color retention, film integrity and resistance towards algal growth .



TUFF

ULTRA PREMIUM
EXTERIOR
EMULSION
PAINT

- Tuff has superior crack bridging capability which prevent your walls and keep them crack free

Tuff Matt : ≥ 0.75 at 120 micron DFT

Tuff Silk: ≥ 1 mm at 120 micron DFT

- TUFF used exterior durable pigments which provide Colour Guard, a property which protects the colour and also ensures colour stability.
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TUFF

ULTRA PREMIUM
EXTERIOR
EMULSION
PAINT

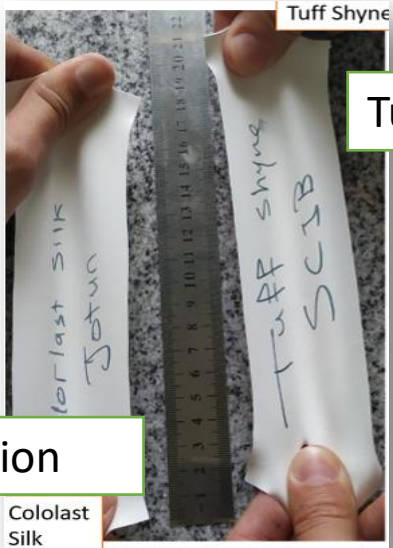
- 5x tougher film to withstand the wear and tear in extreme weather conditions of the hot and dusty Egyptian Climate
- Enhance the outstanding protection for exterior & prevent the walls from extreme weather conditions

Storage & shelf life: 24 months



5x **SCRUB**
RESISTANCE

100%
PURE ACRYLIC



Competition

Tuff SILK

Cololast
Silk

TUFF

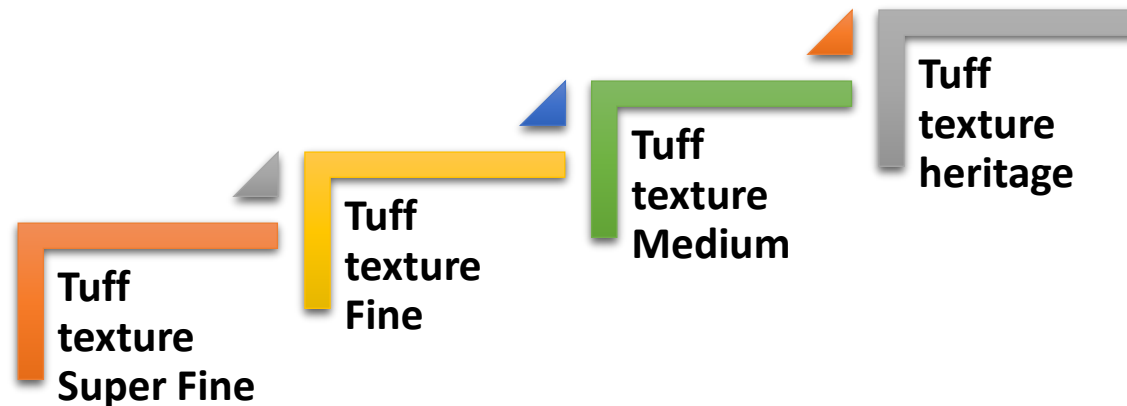


TUFF



Tuff Texture is a 100% Pure acrylic Texture modified with advanced silicone Technology functionally treated with marble and quartz aggregates that offers unmatched high-performance finish for exterior walls with best in the class weather resistance & color guard property.

Available in 4 different textures / white and 22 direct shades



TUFF

- 100% Pure acrylic texture modified with advanced silicone Technology functionally treated with marble and quartz aggregates that offers unmatched high-performance finish for exterior walls with best in the class weather resistance & color guard property.
- Enhance the outstanding protection for exterior & prevent the walls from extreme weather conditions
- TUFF Texture has superior crack bridging capability which prevent your walls and keep them crack free (1.5 mm at 300 micron)
- TUFF Texture uses specially formulated high performance colour pigments and binder technology, which offer excellent resistance to ultraviolet radiation. This ensures brighter, cleaner shades that will not fade, ensure your home continues to look beautiful over time



TUFF

- Combination of Nano Emulsion ensures that the colours retain its long-lasting looks in the Middle Eastern climate
- TUFF Texture has superior washability and hence provides 5X Scrub Resistance than the competitors in the market

Storage & shelf life: 24 months



WIMPEY Certificates



مختبرات ويمبي
WIMPEY LABORATORIES

- Wimpey is an analytical testing and calibration laboratory that provides advanced qualitative standardization facilities of Testing, Inspection, and Consultancy service across the globe.
 - Total 6 products covered – covering entire Prelux Category both for Exterior smooth emulsion and Texture category.
 - Total number of tests done for various properties = 105

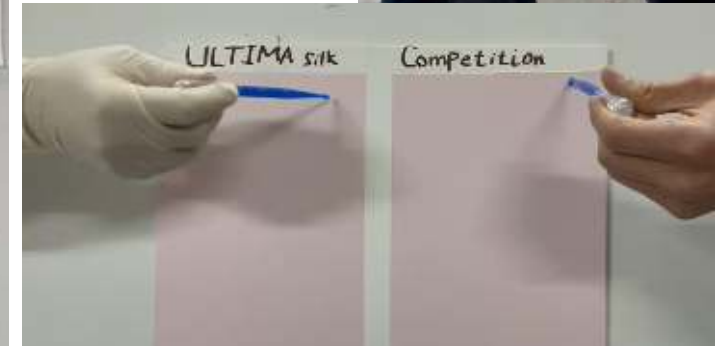
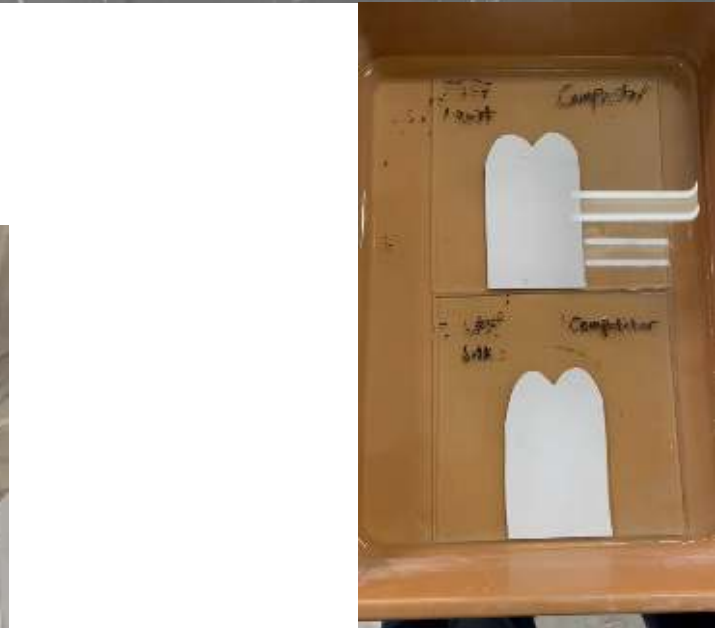
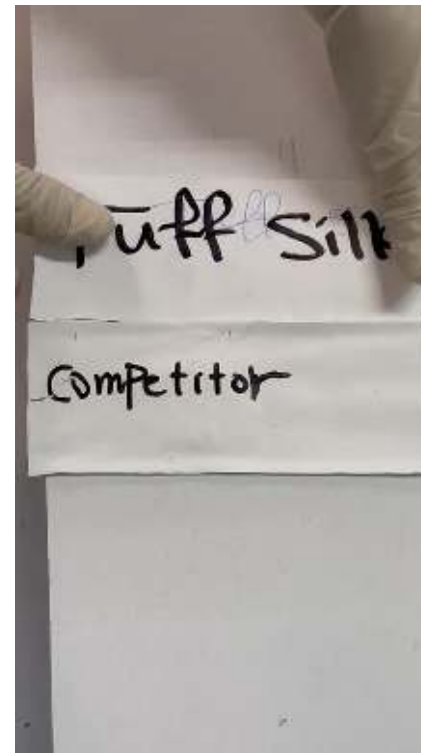
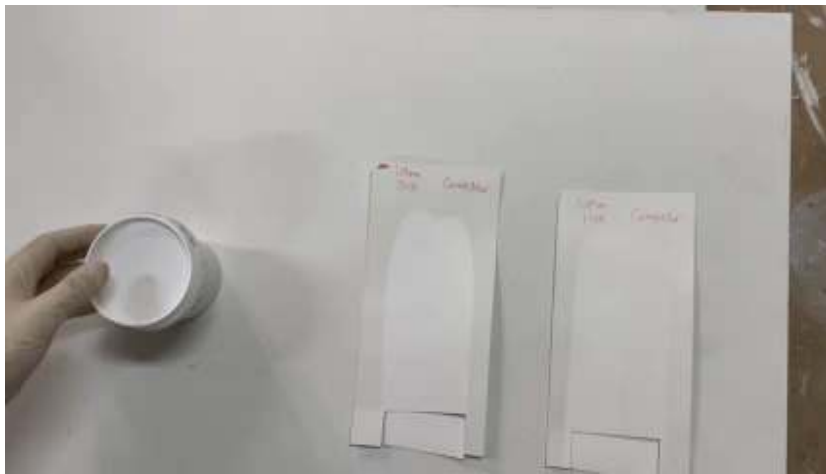
WIMPEY Certificates/ completed tests



s	Test Parameter	Ultima Super Fine	Ultima Texture Fine and Medium	Ultima Matt /silk	Tuff Matt /Silk	Tuff Texture
1	APEO	✓	✓	✓	✓	✓
2	VOC	✓	✓	✓	✓	✓
3	Vol Solid	✓	✓	✓	✓	✓
4	Crack Bridging ability	✓	✓	✓	✓	✓
5	Scrub Resistance	✓	✓	✓	✓	✓
6	Abrasion Resistance	✓	✓	✓	✓	✓
7	Stain Resistance	✓	✓	✓	✓	✓
8	Pull Off adhesion strength	✓	✓	✓	✓	✓
9	Artificial Weathering 500 Hours	✓	✓	✓	✓	✓
10	Salt Spray Resistance (500 hours)	✓	✓	✓	✓	✓
11	Water Vapour Transmission	✓	✓	✓	✓	✓
12	Water Penetration	✓	✓	✓	✓	✓
13	Reduction in water absorption	✓	✓	✓	✓	✓
14	CO2 permeability	✓	✓	✓	✓	✓
15	Chloride Ion Diffusion	✓	✓	✓	✓	✓
16	Mold Resistance	✓	✓	✓	✓	✓
17	Chemical Resistance	✓	✓	✓	✓	✓
18	Water Permeability	✓	✓	✓	✓	✓
19	Resistance to Fungal Growth	✓	✓	✓	✓	✓
20	Resistance to bacterial Growth	✓	✓	✓	✓	✓
21	Surface spread of Flame	✓	✓	✓	✓	✓

Testing videos vs.competition

1. Washability on leneta panel
2. DPUR.
3. Water resistance on glass panel .
4. Alkali resistance on glass panel .
5. Flexibility film on silk .
6. Water beading effect on texture panel.



Thank you