

Master™ Eco



THINNING
8 - 15%



COVERAGE
9 - 14m²/L



APPLICATION
brush, roller or
airless spray gun



DRYING
1 - 2 hours

High quality ecological
emulsion paint

» High coverage

Ecological emulsion paint of high quality for interior walls. It is user- and environment-friendly as it is certified by the Hellenic Council for EU Ecolabel and fulfills the criteria of the EU Ecolabel. It is free of harmful chemicals and it is almost odorless. It is certified as a product of low VOCs emissions according to the strict standards of the globally renowned voluntary label **Indoor Air Comfort™ by Eurofins organization**, contributing to a healthier indoor air. It is easily cleaned and highly resistant to frequent washing with detergents. Due to its very low gloss, it effectively covers imperfections creating an even matt finish. The bright white and the thousands of its shades last for long and resist to yellowing, aesthetically upgrading any room. It is easy to apply with even leveling.

A/a (WB) Interior matt walls and ceilings (Gloss <25@60°).

- VOC Limit Value: 30g/L.
- Maximum VOC content of the ready to use product: 9,9 g/L.

» Extra washability

» Excellent matt finish

TECHNICAL DATA

Binder Type	PAC/PVA-VeoVa
Density ISO 2811 @ 25°C	1.30 - 1.50 g/mL
Solids Content w/w ISO 3251	60% (±3)*
Viscosity ASTM D 562-05 @ 25°C	110 KU (±15KU)
Application Viscosity ASTM D 562-05 @ 25°C	85 KU (±15KU)
Gloss Level @ 60° ISO 2813	<4 GU
Gloss Level @ 85° ISO 2813	<6 GU
pH	8.5 - 9.5
Whiteness Index ASTM E 313-98	87.0 (±1.5)**
Yellowness Index ASTM E 313-98	0.5 (±0.5)**
Coverage per coat	9 - 14 m ² /L***
Recommended dry film thickness (2 coats)	75 µm (±5µm)
Water resistance ISO 2812-3	No change
Wet Scrub Resistance EN ISO 11998:2006	Class 1 (White, Base P, T, D) Class 2 (Base A)

* Depending on the shade and the tinting base.

** Only for white.

*** Depending on the shade, the application method and the surface absorption.

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SURFACE PREPARATION

To ensure good adhesion, the surface must be dry, solid, and free of dust, grease, residues, blistered paint, etc. Avoid dust generation and exposure to it.

- » **On new surfaces:** Before applying the topcoat, apply one coat of a water-based primer, such as KRAFT ECO DUR AQUA or KRAFT HAFT.
- » **On surfaces that need repair:** Use KRAFT SPACHTEL or KRAFT PUTTY or the suitable KRAFT repairing material.
- » **On surfaces with stains:** Use the undercoat KRAFT ECO STAIN BLOCKER AQUA first.

APPLICATION INSTRUCTIONS

- » Before start painting, thin the paint 8-15% v/v with tap water and stir well.
- » You can apply with a brush, a roller, or an airless spray gun.
- » Minimize the paint waste calculating the quantity you are going to need beforehand.
- » The product should be tinted only with the KRAFT INSPIRED COLOR tinting system on the recommended tinting base.
- » For shade and finish consistency, it is advisable to use containers of the same batch number. In case of different batch numbers, it is recommended to have them mixed in a larger container.
- » Do not apply at temperatures below 5°C or above 35°C and at a relative humidity 65% or higher.
- » Apply two coats of KRAFT MASTER ECO for an ideal result.
- » Minimum recoating time: 4-6 hours. For dark shades: 24 hours.
- » Dry to touch: 1-2 hours at 25°C and 50% relative humidity. Drying time is subject to weather conditions.
- » If a dark shade of low coverage or a shade with the relevant labeling from the KRAFT INSPIRED COLLECTION color fan deck is chosen, it is recommended to pre-apply KRAFT ECO STAIN BLOCKER AQUA tinted in a lighter shade of the same color family.
- » Avoid patching after the completion of painting. A slight difference in absorbance or in the application method might cause color or gloss unevenness. If necessary, it is advisable to recoat the whole surface.

AFTER USE INSTRUCTIONS

- » Recover unused paint for reuse.
- » Reuse of paint can effectively minimize the environmental impact of a product's life cycle.
- » Clean the tools immediately with warm water and soap.
- » Close the canister well to preserve it in good condition for future use. Store before or after opening in a cool place, avoiding sunlight or frost conditions.
- » You can clean the painted surfaces gently with a soft sponge and water, or in case of stubborn stains, with a small amount of detergent, at least 15 days after painting. Dark shades are less resistant to frequent washing

PACKAGING

Available in White, in 750ml, 3L, and 10L containers, and in tinting bases P, T, D, A in 1L, 3L and 10L containers.

HEALTH, SAFETY & ENVIRONMENTAL PROTECTION INSTRUCTIONS

Read the label carefully before use. For more information, please refer to the Safety Data Sheet.

Poison Centre Telephone:

+30 210 7793 777

STORAGE

Store the product at temperatures between 5°C and 35°C away from direct sunlight and rain, for maximum 24 months from the date of production. Keep containers tightly closed when not in use.

06/2023 THIS TECHNICAL DATA SHEET SUPERSEDES ALL PREVIOUS EDITIONS RELEVANT TO THIS PRODUCT

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DISCLAIMER: The above technical data, information, recommendations, and instructions are based on our scientific and technical knowledge, laboratory studies and long experience. However, the above information should be considered indicative and should be reviewed in any case in relation to each specific condition and practical application. Consequently, the suitability of the product for each specific application must be evaluated after referring to the updated Technical Data Sheet and to our website www.kraftpaints.com, as well as after contacting our technical support department, in case of necessity. Our company guarantees the quality of the product itself, whilst in any case the user/applicant is exclusively responsible for any undesirable consequences after using the product.

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