

Master™ Easy Clean



THINNING
8 - 15%



COVERAGE
12 - 16m²/L



APPLICATION
brush, roller or
airless spray gun



DRYING
1 - 2 hours

Premium high resistance
washable emulsion paint

» **High washability, scrub,
stain & burnish resistance**

» **Special formula with
anti-spattering technology**

» **With 3M™ Ceramic
Microspheres**

Extremely durable interior wall paint. Thanks to its special formula with **3M™ Ceramic Microspheres** technology, it is the ideal solution for painting walls that often get soiled and need durability against frequent cleaning and burnishing, such as children's bedrooms, kindergartens, high traffic corridors, schools etc. Master Easy Clean is certified with the finest European voluntary program **Indoor Air Comfort™ GOLD as Best-In-Class product by Eurofins organization** with extremely low VOCs emissions contributing to a healthier indoor air and a better quality of life. Thanks to the Biomass Balance approach (REDcert2 certification) Master Easy Clean has also reduced the CO₂ emissions up to 235Kg/ton of produced product, while it has also replaced up to 68% mineral raw materials needed in the production chain, with recyclable biomass. Available in a package of 46% recycled plastic. Master Easy Clean creates a special soft feel "eggshell-semi matt" finish enhanced by the lighting and the architecture of the room, giving brilliant shades and a sense of purity, making it ideal for spaces of aesthetic appeal, living rooms. Also suitable for kids' furniture and toys (EN71-3). Master Easy Clean is also the first certified Vegan paint in Greece.

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: 1 g/L.

TECHNICAL DATA

Binder Type	Acrylic
Density ISO 2811 @ 25°C	1.26 - 1.45 g/mL*
Solids Content w/w ISO 3251-03	57% (±3)*
Viscosity ASTM D 562-05 @ 25°C	115 KU (±15)
Application Viscosity ASTM D 562-05 @ 25°C	85 KU (±15)
Gloss Level @ 60° ISO 2813	4 GU (±2)
Gloss Level @ 85° ISO 2813	10 GU (±5)
pH	8.5 - 9.5
Whiteness Index ASTM E 313-98	88,7 (±1,0)**
Yellowness Index ASTM E 313-98	0,3 (±0,5)**
Coverage per coat	12 - 16 m ² /L***
Recommended dry film thickness (2 coats)	70 µm (±5µm)
Wet Scrub Resistance EN ISO 11998:2006	Class 1
Practical washability of organic coatings ASTM D 4828	Rate 6
Burnish Resistance ASTM D 6736	24,3% gloss increase

* 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 smooth, dry, clean and free of dust, grease, residues, blistered paint, etc. Avoid dust generation and exposure to it.

- » **On new or plastered surfaces:** It is required to be totally cured. Before applying the topcoat, apply one coat of the water-based primer KRAFT ECO DUR AQUA.
- » **On surfaces that need repair:** Use KRAFT SPACHTEL or KRAFT PUTTY or a suitable KRAFT repairing material.
- » **On surfaces with stains:** Use the undercoat KRAFT ECO STAIN BLOCKER AQUA first.
- » **On wooden surfaces:** Before applying the topcoat, apply one coat of KRAFT VELATOURA AQUA.

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.
- » For a perfect finish on new, plastered or smooth surfaces, a roller of 0,5 - 0,8 cm microfibers is recommended.
- » 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 of 65% or higher.
- » Apply 2 coats of KRAFT MASTER EASY CLEAN for an ideal result.
- » Minimum recoating time: 24h.
- » For extreme color changes or before applying dark shades, tint the primer KRAFT ECO STAIN BLOCKER AQUA first with a lighter shade of the same color family.

AFTER USE INSTRUCTIONS

- » Clean the tools immediately with warm water and soap.
- » Close the canister well to preserve it in good condition for future use. Store it 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. DO NOT use rough sponges. Dark shades are less resistant to frequent washing

PACKAGING

Available in White and P, D, A tinting bases, 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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