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9001:2015
ISO CERTIFIED

বং এর রাজা
Elite Paint

MASTER COAT

Leave Your Walls to the MASTER

10 YEARS
GUARANTEE





SAFEGUARD TECHNOLOGY™

Walls are exposed to various external conditions such as dust, excessive heat, stormy wind, thunder & rain marks. **Safeguard Technology™** provides the ultimate shield that seals, protects the walls, makes cleaning easy and keeps it bright year after year.

Master Coat is now **Lead Safe Paint®** and also **APEO & Formaldehyde free**. The Low VOC element of the paint makes it the safest paint in this category.



MASTER COAT

MASTER COAT

Leave Your Walls to The **MASTER**



A brand which has been leading for more than last 20 years has become the generic name for exterior paints, the name is none other than '**Master Coat**'. Since its launch, the product has gone through a series of innovation to keep up with time. Till today, Master Coat is one of the most well-known brands in the Bangladesh paint industry.

As a process of continuous development, Master Coat has launched with an **improved formula** which is equipped with a sophisticated '**Safeguard Technology™**'. This technology keeps exterior walls free from Rain Mark & Dirt and keeps the wall clean & bright year after year. The new and improved Master Coat has very **High Sheen** along with **Outstanding Coverage** which makes the product more than its values worth. It is also a high performance architectural coating specially formulated to provide excellent resistance to algae, fungus alkaline, flaking and carbonation. It is based on **100% acrylic emulsion** and has all the necessary properties to give exterior walls **maximum protection** to last up to 10 years.

Before its launch, Master Coat was tested in BASF lab against the best exterior paints available in the South-East Asian market and was found to be superior in **No Rain Mark & Dirt Pick Up Resistance (DPUR)** parameters. Moreover, its **APEO & FORMALDEHYDE Free, LOW VOC & LEAD SAFE** features make Master Coat the best Exterior Paint in the market.



Resists Dirt Pick Up

Master Coat is a revolutionary product that is specially formulated to protect your walls from extreme weather conditions. Special **DPUR (Dirt Pick Up Resistance)** formula prevents dust from settling on the wall surface. Construction or heavy dust intensive area may cause dust to settle on the wall for a long time but it can be easily cleaned with a light spray of water.



MASTER COAT

HIGH SHEEN



High Sheen due to super smoothness properties

The basic rule of thumb for any kind of paint is that high sheen is directly equivalent to high shine. As a result, high shine resembles better durability. Paints with high sheen are generally more resistant to damage and staining. It is also easier to clean.



MASTER COAT

MASTER COAT

Other Paint

Outstanding Coverage

OUTSTANDING COVERAGE

Master Coat ensures maximum coverage that is 20% extra than any other exterior paint in the South-East Asia. It is based on 100% ACRYLIC EMULSION and has all the necessary properties to give exterior walls maximum protection, which can last up to 10 years under extreme weather conditions.

MASTER COAT

Ordinary Paint



MASTER COAT



Low water absorption and block resistance quality of Master Coat provide the perfect shield to fight against harsh weather conditions and heavy rainfall. Moreover, it has a well-balanced polymer hardness coupled with excellent scrubability and wet hiding properties, which allows **NO RAIN MARKS** on your walls.

MASTER COAT



Volatile Organic Compounds (VOCs)

Master Coat has very LOW VOLATILE ORGANIC COMPOUNDS (VOCs), which does not harm either human or environment. The emission of volatiles in large quantities is harmful to human as well as environment.

MASTER COAT



Master Coat is APEO (Alkylphenol Ethoxylates) Free paint. APEO is nonylphenol compounds. Nonylphenol Ethoxylates can enter into the body either by inhalation or by dermal contact.

However, the exposure to high level of Nonylphenol Ethoxylates may cause irritation of the lungs, skin, eyes and disorder of the digestive system. Nonylphenol Ethoxylates readily degrade the environment to more toxic. The International Agency for Research on Cancer has not designated nonylphenol ethoxylates in terms of its carcinogenicity.

MASTER COAT is also FORMALDEHYDE FREE paint.

Formaldehyde is a colorless and strong-smelling gas often found in water-based solutions. It can be released into the air (off-gas) from materials and products made with it. It is also widely used as an industrial fungicide, germicide and disinfectant.

Formaldehyde exposure may potentially cause a variety of symptoms and adverse health effects such as eye, nose, throat, and skin irritation, coughing, wheezing, and allergic reactions.

In addition, the long-term exposure to high level of formaldehyde has been associated with cancer.

MASTER COAT

YELLOW

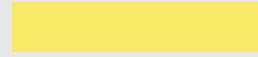
Yellow is the brightest color of the visible spectrum, and it is the most noticeable of all colors by the human eye. It means happiness and optimism; it is the color of sun shining, or bright light and creativity. It is the color of high energy, enthusiasm, hope, fun, and cheerfulness.



4 - 15 - 7



2 - 15 - 6



1 - 5 - 4

RED

Associated with energy, war, danger, strength, power, determination as well as passion, desire and love. Enhances human metabolism, increases respiration rate and raises blood pressure.



3 - 1 - 7



1 - 1 - 7



2 - 4 - 5



1050+ SHADES

Caution

Color shades shown in the picture may vary from the actual paint for actual shade reference, please refer to our colorfest fandeck or any nearest colorfest dealer.

MASTER COAT



1050+ SHADES

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MASTER COAT

GREY

Grey is a cool, neutral and balanced color. The color grey is an emotionless, moody color that is typically associated with meanings of dull, dirty and dingy, as well as formal, conservative and sophisticated. The Grey color is a timeless and practical color that is often associated with loss or depression.



5 - 37 - 7



5 - 20 - 6



5 - 29 - 4

GREEN

Green is a lively color, and it symbolizes renewal and growth. It is the color that you see the most in the natural environment. It also means balance, calm and harmony.



3 - 24 - 7



3 - 18 - 7



1 - 17 - 6



1050+ SHADES

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MASTER COAT



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MASTER COAT





ELITE PAINT is the 1st paint company in Bangladesh to achieve Lead Safe Paint® certification. Paints from Elite Paint were certified by a leading third-party certifier SCS Global Services (SCS), the program's exclusive certification body in Bangladesh. The independent analysis of SCS confirmed that Elite Paint contained less than a total of 90 ppm lead.

Elite Paint is licensed to use the Lead Safe Paint® certification mark on its paint container labels and other promotional materials. Using this mark will provide consumers with confidence that these paints will protect their families from the hazard of lead exposure.

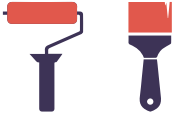

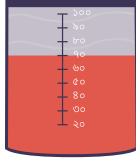

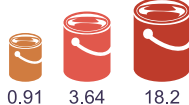


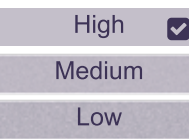

According to the World Health Organization (WHO), "lead paint is one of the largest sources of exposure to lead in children." Lead exposure during early childhood years has been linked to an increased likelihood of impaired cognition and executive function, impulsiveness, aggression and delinquent behavior. Brain damage caused by chronic low-level exposure to lead is irreversible and untreatable.

So, reducing lead exposure is an important worldwide health issue.



MASTER COAT

MASTER COAT EXTERIOR

Application	No. of Shed	Thinning Ratio
	 1 0 5 0 +	 Water 25% - 30% Paint
No. of Coat	Pack Size	Washability
 2 1	 0.91 Ltr 3.64 Ltr 18.2 Ltr	 High Medium Low
Coverage	Finish	Dry Time
 1 Coat per Litre 160 - 180 sft 2 Coat per Litre 80 - 90 sft	 High <input checked="" type="checkbox"/> Medium Low	

DIRECTION FOR USE

Preparation for the site: Before applying paint, dust, oil and fungus should be cleaned up properly from the exterior wall of the building. For new wall, use a 120 sand paper or stone and for old wall, use a scrapper or soap to clean up. Wall should be dried up properly before applying paint to cure. For new plastered wall, give about 12 weeks for curing.

First Step: Apply Master Coat Exterior Sealer or Aclose Sealer at the wall which will be dried up within 3 - 5 hours. If there is a chance of salt, then Salt Seal can be applied as an undercoat.

Second Step: For covering different flaws and ensuring smoothness, use Puttelite Wall Putty or Multipurpose Putty. It will take 3 - 4 hours to get the wall dried up. After that, smoothen the wall by using 220 sand paper.

Third Step: Thin up to 25% - 30% by adding clean water with Master Coat. For a smoother finish, 2 coats of paint can be applied. Extra 1 coat paint can be used for any deeper shade. On the sunshed, where there is a possibility of waterlogging, 3 coats of paint can be applied. Per litre coverage is about 160 sft - 180 sft.

Special Note: Stir the paint well before using. Use clean brush and roller for proper application. It is better not to use chalk powder for getting accurate color. Tightly close the lid after every uses so that air does not harm the paint. Clean all equipments with water immediately after uses. Mix 5% soap or detergent powder with water to remove stains from the wall. Use a thin material to clean up properly.

MASTER COAT



GUARANTEE

Guarantee will be applicable only -

- On the purchase of 5 Master Coat drums (18.2 litres) or 100 litres of Master Coat.
- The paint will be replaced only for the failure of the paint.
- After satisfactory pre-investigation of the exterior wall, only the appropriate authority, company representative or color consultant will decide whether the guarantee is applicable or not.
- The paint disturbed portion will be compensated by the replacement paint and labor for re-application of coating, not for the whole exterior surface.
- Labor for re-application will be applicable only for the first 5 (five) years.

The following signs will be declared as paint failure -

- Flaking and peeling • Shade fading • New growth of fungi and algae

Special Note: 5 years guarantee is only applicable for anti-algae/fungi growth and shade fading.

APPLICATION

Guarantee will be applicable where -

- Master Coat has been used on exterior wall.
- Preparation for site and direction for use are followed properly and accurately as per the application process of Master Coat.



LIABILITY

A. The guarantee period will be declined by following spectrum-

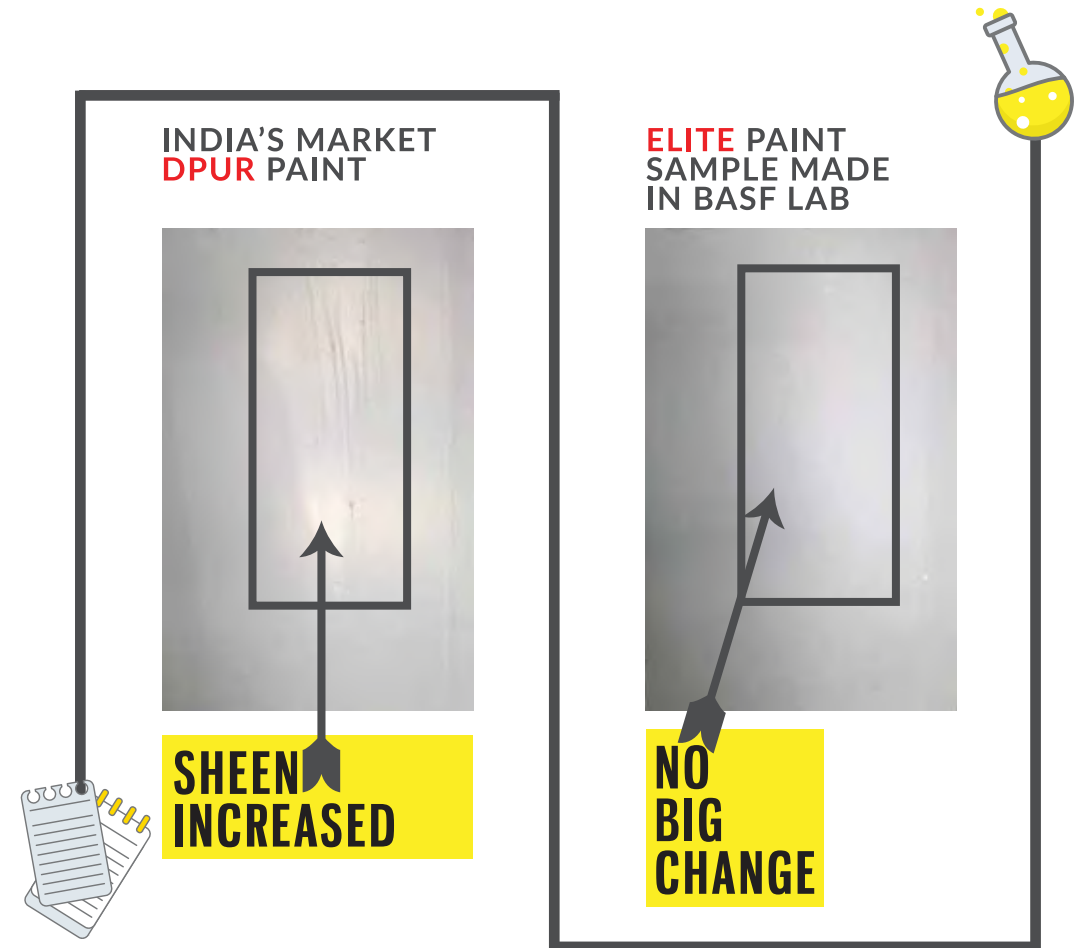
- In the first 12 months after commencement date - 100% of replacement cost.
- From 13 to 24 months after commencement date - 80% of replacement cost.
- From 25 to 36 months after commencement date - 70% of replacement cost.
- From 37 to 48 months after commencement date - 65% of replacement cost.
- From 49 to 60 months after commencement date - 60% of replacement cost.
- From 61 to 72 months after commencement date - 55% of replacement cost.
- From 73 to 84 months after commencement date - 50% of replacement cost.
- From 85 to 96 months after commencement date - 40% of replacement cost.
- From 97 to 108 months after commencement date - 30% of replacement cost.
- From 109 to 120 months after commencement date - 20% of replacement cost.

B. The replacement cost covers the cost of Master Coat paint and labor for repairing the paint failure area. The company will decide the labor rate on the basis of square feet (sft) or daily wage rate.

C. For any kind of substantial loss or damage to the customer, the company will not hold any responsibility.



LABORATORY TEST REPORT



BASF Result

In rain mark resistance, Elite Paint Product perform better compared to South-East Asian market best sample.

Our **Master Coat** product sample along with exterior samples collected from Bangladesh, India and other countries is tested in **BASF** lab independently. Performance of the Master Coat is better in terms of Dirt Pick Up Resistance (**DPUR**) and Rain Mark Resistance.

On the basis of that evaluation we can say that our paint performs better than any exterior paint in South-East Asia.



GUARANTEE CARD

- Presence of ground water : Yes No

If yes, note location: _____

- Dampness on walls: Yes No
- Presence of Structural cracks: Nil Medium High
- Cracks filled with (Please mention which product has been used): _____
- Location & number of these patches: _____

Vegetative Growth

- Presence of Algal/Fungal Growth: Nil Minor Significant Removed
- Location of Algal/Fungal Growth: _____
- Presence of Moss/Plant growth on structure: _____
- Presence of overhanging trees: Yes No
- Site visited by : (Elite Paint's Representative)

Name: _____ Signature: _____ Date: _____

All information provided in this form is true to the best of my knowledge. I have read all the conditions mentioned in the warranty book and I agree to abide by them in all respects.

Name of Consumer : _____

Signature & Date: _____ Purchase Ref.: _____

Shade Name & Code	Pack Size	Batch No	Quantity (ltrs.)	Area to be painted (sft.)



GUARANTEE CARD

Hot Line: 09666733733

Warranty Number: _____

Date & time of 1st visit: _____

Date & time of Warranty Number: _____

Name of Consumer: _____ Cell: _____

Address of Consumer: _____

Address of site (if different): _____

Painting Area (sft.) : _____ Painter/Contractor : _____

Pre-Inspection Report

(Kindly circle the relevant choice)

For freshly plastered walls

- Age of Plaster: <45 days 45-90 days 90-180 days >180 days
- Finish of plaster: Rough Smooth
- Presence of different patches of plaster: Yes No
- Location & number of these patches: _____

For painted walls

- Type of paint used earlier : Cement Paint Emulsion Oil based paint Other
- Age of paint: <1 year 1 - 3 years >3 years
- Finish of paint: Rough Smooth Very Smooth
- Extent of Chalking : Low Medium High
- Presence of different patches of plaster Yes No
- Paint film peeling/flaking extent: Nil Low Moderate High
- Location & number of these patches: _____

Structural Problems

- Leakage due to: Blocked Broken Pipes Flower pots Overflow Pipes Drains A/C Unit Leaking of Tanks Water tank
- Has the problem been corrected? Yes No
- Presence of water outlets close to the wall Yes No

If yes, note location: _____

