

TECHNICAL DATA SHEET
COWLOR ECOSHIELD EXTERIOR EMULSION



1. Product Identification

- **Brand:** Cowlor Paints
- **Product Name:** Cowlor Ecoshield Exterior Emulsion
- **Product Category:** Water-Based Exterior Emulsion Paint
- **Application Area:** Exterior Walls & Facades

2. Product Description

Cowlor Ecoshield – Exterior Emulsion Paint is an eco-friendly, water-based exterior wall coating developed using a balanced cow-dung-based formulation combined with advanced acrylic polymer technology. Designed for Indian climatic conditions, it provides good weather resistance, strong adhesion, controlled chalking, and long-lasting protection while maintaining a low / zero VOC profile for healthier environments.

3. Recommended Application Areas

- Exterior plastered walls
- Cement surfaces
- Exterior putty-finished substrates
- Previously painted exterior walls (after proper surface preparation)

4. Key Features

- Eco-friendly & water-based formulation
- Low / Zero VOC
- Low odour during application
- Good water resistance
- Controlled chalking
- Good adhesion and film integrity
- Smooth matt exterior finish
- Suitable for Indian weather conditions



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5. Application Details

Property	Typical Value
Appearance	Smooth Matt Finish
Colour	White (Tintable with compatible water-based colorants)
Specific Gravity	1.55 ± 0.05
Volume Solids	48 ± 2 %
VOC Content	Low / Zero VOC
pH Value	8.5 – 9.5
Drying Time (Surface Dry)	30 – 60 minutes*
Drying Time (Hard Dry)	6 – 8 hours*
Recoat Time	6 – 8 hours
Water Resistance	Good
Adhesion	Good (on properly prepared substrates)
Chalking Resistance	Controlled
Fungus & Algae Resistance	Good

*Drying times may vary depending on temperature, humidity, and ventilation.



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6. Coverage

- 7 – 9 sq. mtr / litre / coat
- (Coverage depends on surface porosity, surface preparation, and application method.)

7. Application Methods

- Brush
- Roller
- Airless Spray / Conventional Spray

8. Recommended Dilution

- Brush / Roller: 5 – 10% clean potable water
- Spray Application: 8 – 12% clean potable water
- ⚠ Do not over-dilute beyond recommended limits.

9. Surface Preparation

- Ensure surfaces are clean, dry, and free from dust, grease, loose particles, efflorescence, and fungal growth
- Remove peeling or flaking paint completely
- Repair cracks and surface imperfections using suitable exterior-grade putty
- Prime bare masonry surfaces with a compatible water-based exterior primer before application

10. Application Guidelines

- Stir the paint thoroughly before use
- Apply two coats for best exterior protection
- Maintain recommended recoat intervals
- Avoid application during rain, high humidity, or direct harsh sunlight
- Do not apply on damp or wet surfaces

11. Shelf Life

- 12 months from date of manufacture when stored in original, unopened containers.

12. Storage

- Store in a cool, dry place away from direct sunlight
- Keep containers tightly closed when not in use
- Protect from freezing



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13. Health & Safety

- Non-flammable
- Low odour
- Avoid prolonged skin contact
- Use protective gloves and eyewear during application

In case of contact with eyes, rinse with clean water and seek medical advice if irritation persists

13. Expected Service Life

- 3 – 5 years, depending on surface preparation, exposure conditions, and maintenance.

13. Disclaimer

- The information provided herein is based on laboratory testing and practical experience. Actual performance may vary depending on surface conditions, application methods, climatic conditions, and workmanship. Users are advised to carry out a small trial application before large-scale use.