

TECHNICAL DATA SHEET
COWLOR PRIMELUX ULTRA – LUXURY EMULSION



1. Product Identification

- **Brand:** Cowlor Paints
- **Product Name:** Cowlor Primelux Ultra – Luxury Interior Emulsion
- **Product Category:** Luxury Water-Based Interior Emulsion Paint
- **Application Area:** Interior Walls & Ceilings

2. Product Description

Cowlor Primelux Ultra is a premium luxury interior emulsion paint formulated using advanced high-gloss acrylic polymer technology, ultra-fine mineral extenders, and a refined eco-friendly system. It delivers exceptional smoothness, superior opacity, excellent washability, and long-lasting beauty for high-end interior spaces.

3. Recommended Application Areas

- Interior plastered walls
- POP and putty-finished surfaces
- Previously painted interior walls

4. Key Features

- Luxury smooth soft sheen finish
- Superior opacity & brightness
- Excellent washability
- Low odour & low / zero VOC
- Long-lasting interior durability
- Easy brush, roller & spray application

Not recommended for exterior surfaces or areas with continuous water exposure.



**COWLOR
PAINTS**

5. Application Details

Property	Typical Value
Apperance	Smooth Soft Sheen Finish (Luxury)
Colour	White (Tintable with compatible water-based colorants)
Specific Gravity	1.45 ± 0.05
VOC Content	Low / Zero VOC
pH Value	8.5 – 9.5
Drying Time (Surface Dry)	20 – 30 minutes*
Recoat Time	4 – 6 hours
Washability	Excellent
Coverage	10 – 12 sq.mtrs / litre / coat

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

6. Application Methods

- Brush
- Roller
- Airless Spray / Conventional Spray

7. Recommended Dilution

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



**COWLOR
PAINTS**

9. Surface Preparation

- Ensure surface is clean, dry, and free from dust, grease, loose particles, and fungal growth
- Remove peeling or flaking paint by sanding or scraping
- Repair surface imperfections with suitable wall putty
- Apply a compatible water-based primer before painting for best results

10. Application Guidelines

- Stir paint thoroughly before use
- Apply two coats for best finish and durability
- Allow adequate drying time between coats
- Avoid application on damp surfaces or under extreme humidity conditions

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

12. 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

12. Storage

- The information contained herein is based on laboratory testing and practical experience. Actual performance may vary depending on surface conditions, application methods, and environmental factors. The user is advised to carry out a small trial application before full-scale use.