



Product Code 916090

EXTERIORS – E90

Ultra Luxury Emulsion

Birla Opus Prime E90 Exteriors Ultra Luxury Emulsion is an acrylic emulsion paint with Advanced PCPU technology (Advanced Poly-carbonated Poly-urethane technology), which is a strategic integration of photo crosslinking, silica reinforcement and polyurethane matrix that enhances elongation, tensile strength and dust resistance. It also provides ultimate all-weather protection, offering 12-year warranty.

PRODUCT FEATURES



ADVANCED PC-PU TECHNOLOGY

Advanced Polycarbonate-Polyurethane technology offers outstanding durability with all-weather protection.



COLOR FADE RESISTANCE

Outstanding resistance to weather conditions like UV rays, exposure to sunlight and rain; maintaining its vibrant and original appearance.



OUTSTANDING DIRT PICK-UP RESISTANCE

Outstanding ability to prevent dirt accumulation, ensuring it does not adhere to the surface.



RESISTANCE TO ALGAL GROWTH

Fortified with special additives to prevent growth of algae and fungus ensuring better hygiene and blemish-free walls.



WARRANTY*

Long-lasting assurance for film integrity, resistance to algae, and vibrant color retention.

*T&C apply. For more details, please refer to the product warranty document.

PRODUCT DETAILS

AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using roller:

55-60 sq.ft/L for 2 coats **
or 5.11-5.57 sq.m/L for 2 coats**

**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

1950+*

*Shades may vary depending on the wall and light conditions. Please consult your nearest authorized dealer to confirm on the shade availability.



FINISH

RICH SHEEN



DIRECTIONS FOR USE

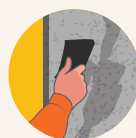
Recommended usage – On fresh or repainted masonry walls

PRE PAINTING STEPS



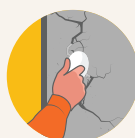
1. Plaster

It is essential to let new masonry surfaces fully cure. The suggested curing duration is 28 days, during which daily water curing is recommended for optimal results.



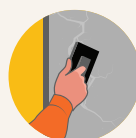
2. Cleaning

Ensure the surface is devoid of loose paint, dust, or grease. Eliminate any fungus, algae, or moss growth through wire brushing and water. In case of chalkiness on the underlying surface, perform water curing and subsequently apply a coat of Alldry Salt Seal prior to the topcoat application. For best performance, it is recommended to use a jet pressure washer of minimum 160 bar pressure to ensure complete surface clean-up.



3. Cracks Filling

To address cracks measuring up to 5mm in width and 3mm in depth, use Birla Opus crack fill solutions. For larger cracks, structural audit by expert has to be conducted and prescribed solution to be implemented before application.



4. Covering of holes and dents

For addressing small dents and holes, utilise cement wall putty or a blend of white cement and fine sand in a 1:3 ratio.

Special Instructions for Exteriors:

If exterior surfaces face persistent seepage or dampness, investigate and arrest the source of leakage or seepage, let the surface dry and then apply Birla Opus Prime waterproof coatings. Ensure we provide slope to horizontal surfaces and proper drain to avoid any stagnant water accumulation.



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PAINTS

PAINTING STEPS



1. Surface Preparation

Newly plastered surfaces must undergo complete curing. Ensure thorough filling of any spot with putty, crack filler, etc. and achieve a uniform surface across the entire wall.



2a. Primer Application

Apply a single coat of Birla Opus Prime E10 Exterior Water Thinnable Primer/equivalent Birla White Primer by diluting 1 litre of primer with 1 litre of water and allow it to dry for 4-6 hours under adequate sunlight.

OR



2b. Waterproof Coating Application

If you wish to apply a Birla Opus waterproof coating/equivalent Birla White waterproofing product, please follow the application procedure as per the PIS of the waterproof coating used.



3. Topcoat Application

Apply Birla Opus Texture (Optional). Dilute 1 litre of E90 Exterior Ultra Luxury Emulsion with a 300-400ml of water and apply 2-3 coats for optimal coverage. Allow 4-6 hour gap between each coat to ensure proper hiding. Add an extra coat of topcoat for horizontal surfaces.

POST PAINTING CARE

1

For the best paint performance, regularly wash and clean surfaces to remove dust, stagnant materials, and any algae or fungus growth, preferably every six months.

2

Thoroughly clean horizontal surfaces to enhance durability.

3

Ensure there is no stagnant water at any point on any surface.

SAFETY FEATURES

- For detailed safety instructions on paint handling, refer to the Material Safety Data Sheet (MSDS) which is available upon request.
- The container should be stored in upright position in a cool and dry place which is shaded from sunlight. Ensure the lid is tightly closed when not in use.
- Avoid contact with food items and keep away from children.
- Caution : Swallowing may cause harm. Seek immediate medical attention if it occurs.
- Use eye protection while applying. If eye contact occurs, rinse thoroughly and seek medical guidance.
- If skin comes into contact, wash immediately with soap and abundant water. If irritation persists, seek medical attention.
- Avoid inhaling vapor or spray. Use a nose pad during sanding and surface preparation to avoid dust exposure.
- Dispose off unused paint responsibly. Avoid pouring it into drains or water bodies.
- If spill occurs, use sand or soil to contain it.
- No added lead, mercury or chromium compounds.

PRECAUTIONS

- Avoid application when the ambient temperature is below 10°C or exceeds 45°C, or if there's a possibility of the temperature dropping to these levels within 4 hours of application.
- Do not excessively thin or extend the brush. Avoid application if there is a possibility of dew formation overnight on the freshly painted substrate.
- Thoroughly stir and strain the diluted paint through a fine sieve before using.
- Ensure existing cracks are filled before applying the topcoat, as paint will not cover them.
- For surfaces with heavy algal infestation, proper cleaning is essential. If a bleaching solution is used to disinfect algae, ensure thorough cleaning of the solution with water.
- Do not leave a primer coat or only one coat of topcoat exposed during the monsoon.
- Painting is to be avoided if there is a possibility of rain within 4 days of application. Especially in the pre-monsoon season, apply paint on horizontal surfaces first and then vertical ones. This helps reduce streak marks caused by potential algal growth.
- For optimal performance, ensure the surface is dry, and the moisture meter reads in the green zone (below 15). If it is in the red zone, identify and address the source of water before painting.
- The pH of wall should be below 12.
- Avoid using chlorinated water for dilution.
- Thinned paint should be used within 24 hours of dilution. It is recommended to thin only the necessary amount and store it in a sealed container. Unused material to be stored in a sealed container.

TECHNICAL DATA

Drying Time	4 to 6 hours*
Sheen Level	12-18 at 60 (degree) GH for white shade
Paint Type	Water based
Stability of Thinned Paint	24 hours in an air tight container
VOC	**Low VOC
Shelf Life	36 months from the date of manufacturing

*May vary according to temperature & humidity

**Based on internal lab results (as per test method - ASTM D6886:2018)

Version No. E90-1001/11/2024. For more details, kindly contact customer care at 18001201234 or visit www.birlaopusprime.com. Kindly note that this datasheet supersedes all preceding versions.

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PAINTS