



STYLE COLOR FRESH

INTERIOR EMULSION PAINT

Freshen up your walls with a wide range of colors

PRODUCT BENEFITS & FEATURES#



WIDE RANGE OF SHADES

1600+
Shades available



BRIGHTER FINISH

Superior brightness gives the impression of more space, making your room appear larger



SUPERIOR HIDING

Helps hide marks and spots to give uniform finish



OTHER FEATURES

- Protects against color fade
- Protects against paint peel-off
- Easy application
- Low odour
- Non Chalking
- Superior Whiteness

PRODUCT DETAILS



SMOOTH MATT FINISH

3 BASES AVAILABLE

Tintable White, Clear and Yellow

COVERAGE

9.29–11.15 sq.m/L#
(100–120 sq.ft/L*) for 2 coats



1600+
SHADES# AVAILABLE



PACKS AVAILABLE



TECHNICAL INFORMATION



Shelf Life

36 months from date of manufacture



Flash point IS101/1987 Part 1, Sec 6

Not Applicable



Drying Time

Surface dry time 30 minutes.* Recoating time : 4–6 hours*

*May vary according to temperature & humidity



Shelf life of thinned paint

To be used within 24 hours



Sheen Levels

<5 units at 60 deg GH



Use only Birla Opus Machine Colourants for Shade preparation

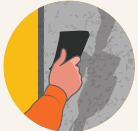
PROCESS TO APPLY

PRE PAINTING STEPS



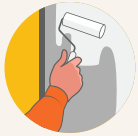
1. Plaster

New masonry surfaces require complete curing. It's recommended to water-cure daily for 28 days



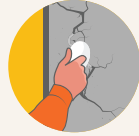
2. Cleaning

Clean surface thoroughly, removing loose paint, dust, or grease. Remove fungus, algae, or moss with wire brushing and water



3. Chalky Substrates

In case of chalkiness on the bare concrete surface, initiate water curing followed by application of Birla Opus Alldry Salt Seal Primer before surface preparation



4. Filling of Cracks

To fill cracks up to 5mm width & 3mm depth, use Birla Opus Alldry Crack Master. For larger cracks, use a 1:4 ratio of cement to river sand for plastering. For extensive cracks, consult a structural engineer for repair before painting



5. Filling of Holes and Dents

To repair dents and holes, choose between cement putty or a combination of white cement and fine sand, mixed at a 1:3 ratio



6. Special Instructions for Interior

Before applying to interior surfaces with continuous seepage or dampness, address and rectify the source of leakage

PAINTING STEPS



1. Primer Application

For both freshly plastered or repainting surface, apply one coat of Birla Opus Style Pro Hide Primer/ Style Pro Fresh Primer/ equivalent Birla White Interior Primer by thinning 1 litre of primer with 1 litre of water and allow it to dry for minimum 4 hours. Apply using brush/roller/spray



3. Primer Application

Apply one more coat of Birla Opus Style Pro Hide Primer/ Style Pro Fresh Primer/ equivalent Birla White Interior Primer by thinning 1 litre of primer with 1 litre of water and allow it to dry for minimum 4 hours. Apply using brush/roller/spray



2. Putty Application

Smoothen the surface by filling dents and undulations with 2 thin coats of Birla Opus One Pro Smooth Putty/equivalent Birla White Putty using putty knife. Allow it to dry for 4-6 hours after each coat. Apply third coat of putty if required. Sand with sandpaper and wipe it



4. Topcoat Application

Dilute 1 litre of paint with 500-600 ml of water and apply 2-3 coats of topcoat to ensure good hiding. A gap of 4-6 hours to be given after each coat to dry. Application can be done by brush/roller/spray

POST PAINTING CARE



Ensure dry dust cleaning at regular intervals



While cleaning, wipe gently without intense pressure



Give 2 weeks of drying time post application of paint before cleaning the wall with a dry/damp cloth.

PRECAUTIONS & SAFETY ASPECTS

- Mix well before use and do not over dilute
- Avoid application of paint, if ambient temperature is below 10°C or expected to drop within 4 hours. Do not apply if relative humidity is higher than 90%
- 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
- 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
- Lead content does not exceed more than 90 parts per million
- Refer to the Material Safety Data Sheet (MSDS) for detailed safety instructions on paint handling, available upon request

#TERMS & CONDITIONS

Coverage Values

Basis internal lab tests

Surface preparation & painting steps for each product should be followed as recommended in its Product Information Sheet (PIS)

Actual coverage may change from the mentioned coverage depending on the method of application and surface condition

Superior Whiteness

Against majority of the players in the same product category, basis internal lab tests

Brighter Finish (Superior Brightness)

Against majority of the players in the same product category, basis internal lab tests

Superior Hiding/Opacity

Against majority of the players in the same product category, basis internal lab tests

Shades

Shades may vary with wall and light conditions. Availability of shades may differ. Consult your nearest authorised dealer to determine availability

For further details, please reach out to our customer care via either of the following methods:

Contact number: 1800-120-1234, Email ID: opuscare@adityabirla.com