ARCHITECTURAL & DECORATIVE
INTERIOR & EXTERIOR EMULSION PAINTS

batimix®

Company Overview

Holderchem Building Chemicals S.A.L. was founded in 1994 as a joint venture with LafargeHolcim, the world's leading Portland cement producer. It has since developed by virtue of technically innovative ideas, dedicated customer service, and highly skilled staff to become a main independent supplier to the cement and construction industries in Lebanon as well as Middle East and Gulf countries.

A wide and full range of products is available at Holderchem Building Chemicals S.A.L. meeting the most challenging requirements of modern construction. This includes concrete admixtures, masonry binders, ready-to-use mortars, tile adhesives, curing and sealing compounds, epoxy adhesives, injection grouts, concrete repair and waterproofing products, protective coatings, and miscellaneous other specialty construction materials. Holderchem Building Chemicals S.A.L. provides complete laboratory support and specification assistance as well as on-site service for proper usage and application of all supplied products.

Introduction

batimix paint products for indoor and outdoor applications are available in a variety of different shades and gloss levels. The products are divided into three categories intended for interior, exterior, or specialty applications. TABLE 1 summarizes the range of products proposed along with their descriptions and main features.

All **batimix** paint products have been developed by a qualified team of professionals in close coordination with clients to meet various requirements. Special emphasis was placed to ensure compliance to relevant EN, ASTM, and/or libnor paints & coatings standards.

The performance, color, and durability of **batimix** paints are achieved by using high-quality raw materials and refined pigments. Their environmental properties are characterized by good biodegradability and non-cumulative effects.

The manufacturing process is carried out under controlled conditions and strict tolerances. Thorough quality control procedures are implemented prior to each product delivery. The aim is to ensure consistant product performances by using latest available production processes and laboratory analytical technologies.

TABLE 1

Summary of batimix® paint features and applications

	Paint finish	Features and Characteristics
Interior paints	Gloss Semi-Gloss Satin Eggshell Matt	Characteristics include adequate scrub resistance, pull-off, and elasticity. Typical applications include bathrooms, kitchens, living and dining rooms, bedrooms, drywalls, previously painted surfaces, etc. All products can be pigmented to achieve a wide range of low shade (LS), medium shade (MS), and high shade (HS) colors.
Exterior paints	Satin Eggshell Matt	Characteristics include improved durability, stability, scrub resistance, waterproofing, and elasticity. Typical applications include: • Facades • Outdoor drywalls • Previously painted surfaces Such products can also be used indoor where particular properties are specified.
Specialty paints	Maplexine	Decorative paints offering long-term stability, particularly suitable for external surfaces and indoor uses.
	Roll	Outdoor uses, where hard and durable paint films are required.
	Sealer	Transparent or colored, used to increase adhesion on substrates of newly applied paints.
	Waterproof	Transparent or colored, used for waterproofing of facades and roofs.
	Anti-Carbonation	Used as a protective paint against carbonation and atmospheric aggressive ions.
	Wall Putty	Used for smoothing and repairing surfaces prior to painting.

batimix® interior & exterior paints

Different types of batimix® interior and exterior paints are supplied by Holderchem. The Low Shade (LS) series includes white and light color paints. The Medium Shade (MS) and High Shade (HS) series offer a wide spectrum of medium and dark colors. The I and E letters refer to interior and exterior paints respectively. For indication purposes, the physical properties of interior products are summarized in TABLE 2 .

batimix® Gloss paints are pure acrylic based paints which exhibit a durable, stable, water resistant, washable, and glossy finish. Applications include surfaces where water resistance and washability are required for use in areas such as bathrooms and kitchens.

batimix® Semi-Gloss paints are based on acrylic copolymer emulsions. They exhibit a stable, washable, and easy to apply satin finish. These products are available for interior (ILS, IMS or IHS) and exterior (ELS, EMS oe EHS) applications.

batimix® Satin paints are based on acrylic copolymer emulsions. They exhibit a stable, washable, and easy to apply satin finish. These products are available for interior (ILS, IMS or IHS) and exterior (ELS, EMS or EHS) applications.

batimix® paints can be applied on various surfaces including cement, stone, wood and other substrates. The exterior products exhibit durable, highly stable, and water resistant finishes, that can withstand changes in weather conditions.

batimix® Eggshell (ILS, IMS, IHS) paints are easy to apply vinyl latex based interior paints with stable eggshell finishes. The exterior products (ELS, EMS, or EHS) are based on acrylic copolymers, making them highly durable, water resistant, and washable with an eggshell finish. They offer adequate long-term stability and water resistance. In particular situations, the exterior products series can be used for indoor applications requiring high product performances.

batimix® Matt (ILS, IMS, or IHS) paints are vinyl Latex based interior paints exhibiting when applied a matt finish. Applications include indoor walls and ceilings where high quality and cost-effective paints are required. The exterior products (ELS, EMS or EHS) are based on acrylic copolymers offering a durable, water resistant and washable matt finish. These products combine high quality and cost effectiveness for both indoor and outdoor uses.

The range of exterior batimix® paints is summarized as follows:

1) Satin range
ELS - 430 : White and Light Colors
EMS - 530 : White and Light Colors
EHS - 630 : White and Light Colors

2) Eggshell range
ELS - 440 : White and Light Colors
EMS - 540 : Medium Colors
EHS - 640 : Deep Colors

3) Matt range
ELS - 450 : White and Light Colors
EMS - 550 : Medium Colors
EHS - 650 : Deep Colors

TABLE 2 **Properties of batimix® interior paints**

Color		Color	Specific Gravity Kg/L	PVC % (Calculated)	Dry Solids %*	Volume Solids % (calculated)*	Viscosity (ASTM D 2196) cPx 1000	Spreading Rate m^2/L**	pH Value
Gloss	ILS-110	White & Light Colors	1.2	19	47	34	9-7	7-5	9.5-8.5
	IMS-210	Medium Colors	1.2	18	45	33	9-7	7-5	9.5-8.5
	IHS-310	Deep Colors	1.1	18	43	33	9-7	7-5	9.5-8.5
Semi-Gloss	ILS-120	White & Light Colors	1.3	26	56	33	9-7	7-5	9.5-8.5
	IMS-220	Medium Colors	1.2	22	48	33	9-7	7-5	9.5-8.5
	IHS-320	Deep Colors	1.2	27	44	33	9-7	7-5	9.5-8.5
Satin	ILS-130	White & Light Colors	1.4	35	56	39	9-7	7-5	9.5-8.5
	IMS-230	Medium Colors	1.3	36	46	31	9-7	7-5	9.5-8.5
	IHS-330	Deep Colors	1.1	18	43	30	9-7	7-5	9.5-8.5
Eggshell	ILS-140	White & Light Colors	1.4	40	56	39	9-7	7-5	9.5-8.5
	IMS-240	Medium Colors	1.3	36	46	32	9-7	7-5	9.5-8.5
	IHS-340	Deep Colors	1.2	37	44	31	9-7	7-5	9.5-8.5
Matt	ILS-150	White & Light Colors	1.5	55	62	42	9-7	7-5	9.5-8.5
	IMS-250	Medium Colors	1.4	53	53	34	9-7	7-5	9.5-8.5
	IHS-350	Deep Colors	1.3	44	52	34	9-7	7-5	9.5-8.5

*Values indicated are for paint bases, Values will be slightly higher upon tinting

**Wet film thickness + 200 Microns

batimix®

paint specialties

Five different decorative products with various shapes, textures, and colors are proposed in TABLE 3.

batimix® Roll paints are based on acrylic copolymers, which make them suitable for both interior and exterior decorative uses.

batimix® Maplexine are styrene acrylic emulsion based decorative coatings used for outdoor applications to create rough, durable, and water resistant surfaces. These products are characterized by their long-term stability to support extreme weather changes.

batimix® Sealers are based on copolymer emulsions. They are used to increase strength & adhesion of subsequent layers of applied paints.

batimix® Waterproofing products are acrylic based protective coatings.Used mainly for facades and roof coatings, they yield excellent water-proofing properties with no more than 2 coats.

batimix® Anti-Carbonation paints are based on acrylic copolymers, and recommended for external urban facades, bridges and tunnels.

batimix® Wall Putties are used for the smoothing and repairing of surfaces prior to painting. They are available in both smooth and coarse textures.

TABLE 3 **Physical properties of batimix® paint specialties**

			Color	Viscosity, cPx1000 (ASTM D 2196)	Adhesion, MPa (ASTM D 7234)
Roll	Interior	ILS-760	White & Light Colors	30±3	6
		IMS-770	Medium Colors	30±3	6.5
		IHS-780	Deep Colors	30±3	6
	Exterior	ELS-860	White	40±4	7
		EMS-870	Light Colors	40±4	7
		EHS-880	Colored	40±4	8
Maplexine		M-100	White & Light or Dark Colors	40±4	7.5
Sealer		S-400	Tinted	9±0.9	N/A
		S-500	Transparent	9±0.9	N/A
Waterproof		WP-600	White	25±0.0025	4.5
		WP-700	Transparent	25±0.0026	4.5
Anti-Carbonation		AC-800	White	18±0.0026	5
Fine Wall Putty		Putty 900	White	80±0.008	5
Coarse Wall Putty		Putty 910	White	80±0.008	5

batimix®

directions for use

1. Surface preparation:
It is an important step towards good application, as otherwise the paint's film adherence will not be best. Surfaces to be painted must be clean and free from dirt, dust, wax, soap, oil, grease, and water-soluble materials.

Thoroughly brush the surface with stiff fiber bristles to remove loose particles. Rinse well to remove residues. Remove any peeling or scaling paint, and sand these areas to provide smooth edges with adjacent surfaces.

If necessary, apply primer before and after filling nail holes, cracks, and other surface imperfections. During application, surface temperatures should be between 10 and 32 ^{o}C.

2. Paint preparation:
The paint should be stirred thoroughly before usage. If necessary, it is possible to add up to 15% of clean water in order to obtain desired application properties.

3. Methods of preparation:
Brush application: This is a simple and slow method for coating relatively limited areas, especially those where the roller cannot be used. Generally, It is recommended to apply more than one coat to achieve the desired film thickness and hiding.

Roller application: The roller is used for painting large surfaces like walls and ceilings. More than one coat may be required to achieve the desired thickness.

Airless spray: This method is used for painting large areas quickly, with minimal losses of paint. Hold the spray gun around 30 cm away from the surface being painted, and adjust the pressure to achieve a good spraying pattern.

Choosing the right nozzle's tip is important. Generally, tips with orifice sizes of 250 μm are suitable for coatings applied at approximately 50 μm wet film thicknesses. Once the desired pressure is determined, start by moving the hand back and forth (horizontally) along the surface.

4. Coverage:
Many factors control the coverage rate of the paint, like the porosity and roughness of the surface. The theoretical coverage is calculated by the following formula:

10 VS/DFT where VS refers to the % of volume solids of the paint and DFT the dry film thickness (μm).

batimix products have an actual coverage from 5 to 7m^2/L, which varies depending on the method of application, degree of substrate porosity, absorption levels, etc.

5. Conditions during application:
The application of paints should be carried in good atmospheric conditions, i.e. when ambient temperatures range from 10 to 32 ^{o}C. If the surface is wet, it is important to dry it and wait for about 2 to 3 hours after drying before painting can resume.

6. Health and safety:
Avoid contact with eyes and skin as it is irritating. Keep out of reach of children. in case of contact with eyes, rinse immediately with plenty of water and seek medical advice. Wear suitable gloves. For further information, please refer to the specific product Material Safety Data Sheet.

No. 1 - PEARL ONION

No. 2 - WHITE PEACH

No. 3 - SUMMER BEIGE

No. 4 - WHITE LILAC

No. 5 - FEATHER LILAC

No. 6 - ALMOND CREAM

No. 7 - CREAM

No. 8 - VANILLA CREAM

No. 9 - TANGERINE

No. 10 - PASTEL YELLOW

No. 11 - YELLOW CREAM

No. 12 - MERIGOLD

No. 13 - JEWEL PINK

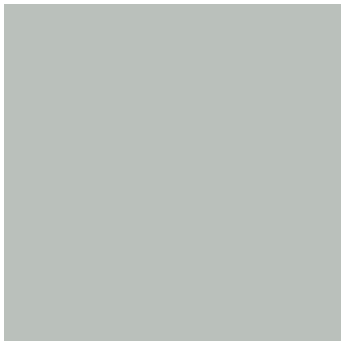
No. 14 - MAIDIN PINK

No. 15 - DUSTY ROSE

No. 16 - LIGHT GREY

No. 17 - MOONLIGHT BLUE

No. 18 - MOSS GREY



No. 19 - ELMWOOD

No. 20 - WALLNUT BROWN

No. 21 - CHOCOLATE BROWN

No. 22 - OLIVE

No. 23 - CLAY

No. 24 - RED OCHRE

No. 25 - PINE GROVE

No. 26 - ASH

No. 27 - NAVY BLUE

http://www.holderchem.net