

I. PRODUCT INFORMATION

I.1 GENERAL

Fractalis is the most innovative answer to any architectural finishing project that requires outstanding aesthetic options, sound technical performances and full environment compliance.

Fractalis is a complete line of **water-based designer's finishes** that offer a broad range of decorative options.

Fractalis Collections are available in the exact colour, hue and value required for the perfect project.

Please note that, due to the inert components in the Pixel finish, the shade of the final colour may become darker. This variation is not attributable to the colour formula, but it depends exclusively on the specific nature of the finish.

Fractalis custom colours are blended at the point of sale, using universal colorants and conventional dispensing equipment. **Fractalis** is addressed to the design community and used by professional contractors world-wide for fine and exclusive interior decoration of public buildings, institutional, commercial and residential environments.

I.2 PRODUCT ID

COLLECTION

PIXEL

TINTABLE BASES

PIXEL (PIX)
WHITE PIXEL (WPX)

I.3 SUPPLIER

CREATELAB S.r.l.

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I.4 LOCAL DISTRIBUTOR

Fractalis finishes are available through an **international network of authorised distributors** which presently covers Europe, Federation of Russia, Ukraine, North and South America, Middle & Far East.

Projects outside the franchise network are directly covered by the Supplier.

I.5 PRODUCT DESCRIPTION

Pixel Collection comprises of one base, which produces a matt, textured effect.

Pixel Collection can be tinted with universal colorants to develop the hue mix necessary to be "chromatically correct".

Pixel Collection meets tightest international regulations on health, occupational safety and environment compliance.

I.6 INTENDED USES

Pixel base is a designer's finish suitable for finishing any properly primed surface. However, the main usage is on walls and architectural components of public, commercial and residential interiors.

I.7 QUALITY ASSURANCE DATA

SPECIFIC GRAVITY (WATER=1)	1.15 – 1.25
SOLIDS % BY WEIGHT	48 – 52
VISCOSITY (BROOKFIELD)	15000 - 30000 cps (25 °C)

PH RANGE	6.8 – 7.5
VOC	< 20 gr/L – ASTM 3960-01
BINDER	Vinyllic Polymer.
SAFETY INFORMATION	Do not take internally. Keep far from children. Refer to Material Safety Data Sheets for detailed information. Hazard Index (0 - 4): Health = 1 Fire = 0 Reactivity = 0
SHELF LIFE	24 months for neutral basis (from date of production, see batch ID), when stored in tightly closed cans at temperature ranging between 5 °C and 40 °C.
PRECAUTIONS	Keep from freezing and prolonged direct sun irradiation. Allow adequate ventilation.

1.8 APPLICABLE STANDARDS

APPEARANCE, GLOSS	Satin, < 10 (60°) – ASTM D523
STAIN RESISTANCE	Resistant to ketchup, soap solution, vinegar, butter, mineral spirit, motor oil, ethyl alcohol (50%), distilled water - ASTM D1308
WASHABILITY	97.2 % Removal - ASTM D 3450
SCRUB RESISTANCE	System failure: > 2000 cycles – ASTM D2486
ADHESION	0.98 MPa - Pull off method.
FLEXIBILITY	No cracking or checking (elongation 32%) - ASTM D522
FIRE RATING	Certification is not required according to Italian Regulations (DM of 26/06/84 n° 48).

2. PROJECT SPECIFICATIONS

2.1 INSTALLATION CONDITIONS

- Installation area must be clean and free of dust. Sufficient lighting must be provided.
- Environment and substrate temperatures should be between 10 °C and 40 °C (50 °F – 100 °F). The substrate must be dry to touch.
- Do not apply finishes if moisture content of surface is above 15%.
- Surfaces should be clean, dry and free of dust, dirt, mildew, wax, wallpaper paste, loose paint, soap and any other foreign matter or contaminants.
- For concrete and masonry substrates ensure that they have cured a minimum of 28 days.
- Sand wood surfaces smooth and ferrous materials down to bright metal.
- Mask ceilings, floors, doors, windows and other adjacent surfaces to prevent overpaint.

2.2 SUBSTRATE PREPARATION

The substrate shall be prepared according to general criteria for getting the proper foundation for performance and application of conventional top quality water-borne paints. When dry, rub down and dust off to get a smooth surface. For badly damaged surfaces, cross lining may be necessary. **It is strongly recommended** to use the appropriate primer to maximise surface adhesion and sealing properties, which also prevents old stains seeping through the finish.

2.3 PRIMER REFERENCES

CONCRETE, MASONRY, BRICK, PREVIOUSLY PAINTED SURFACES, PLASTER, GYPSUM BOARD	Latex Block Filler (FOR NEW SUBSTRATES ONLY) + Acrylic or Vinyl Primer.
WOOD, MDF	Sealer, then a specific primer for wood.

2.4 PRODUCT PREPARATION

- Choose the preferred colour.
- Tint the product according to Colour Recipes stored in the dispensing machine.
- Mix thoroughly the tinted product with gyroscopic mixer (2-3 minutes).
- Do not add solvents, thinners, reducers, oils or mix with solvent-based colorants or paints.
- Box all material together if different batches or cans are being used on the same job.

2.5 APPLICATION EQUIPMENT

The best finish is obtained using the *Fractalis Pixel/Halley Roller*. This short pile roller allows a perfectly even effect.
Clean the application tool with water only, immediately after use.

2.6 APPLICATION GUIDELINES

Final finish may vary from standard Color Card chips due to variation in settings and technique. Always evaluate colour, pattern and mileage on mock-up test area while using specific batch of paint with equipment selected. It is advisable to carry out a number of trial applications before beginning the job. Submit mock-up to architect or finish specifier for approval before beginning.

The general good practice for achieving the best application results is the following:

- Apply a coloured basecoat matching the dominant hue of the *Fractalis finish*. Always choose a water-based absorbent basecoat (PVC=50-60%). Before starting to work allow the basecoat to dry completely.
- Mix the product thoroughly. Lightly dampen the *Fractalis Pixel/Halley Roller*.
- Load roller fully and evenly directly in the can or from a paint tray. Keep the roller fully loaded throughout the application.
- Apply the first coat of *Fractalis Pixel finish*, ensuring an homogeneous layer of product.
- Wait until touch dry, approximately 2 to 4 hours, depending on the environmental condition (temperature, humidity rate).
- Apply the second coat of *Fractalis Pixel finish* as before, ensuring the complete coverage of the basecoat. Do not overspread and keep the roller in contact with the wall.
- Apply this coat always in the same direction (from floor to ceiling or viceversa) in order to reach a more homogeneous final effect.

2.7 APPLICATION DATA

THINNING	Not necessary.
MILEAGE – SPREADING RATE	2.5 ± 10% sqm/ltr (88 ± 10% sf/gal) based on base-coat and finish colours chosen, the spreading rates may change.
DRYING TIME (25°C / 77°F, 50% R.U.)	To-touch: 4 - 6 hours To-use: 24 hours Full cure: 7 - 10 days (drying time may vary depending on ambient temperature, humidity, type of substrate and film thickness).

2.8 MAINTENANCE AND TOUCH-UP

Slightly dirty surfaces can be carefully washed with mild neutral cleansers. Avoid using alkaline and/or alcohol cleaners.

Dirt, grime and stains that cannot be removed by standard maintenance practices as well as damaged areas can be easily touched-up according to the following procedure:

- If needed lightly sand stained surfaces.
- Patch and prime damaged areas.
- Using the **Fractalis Pixel/Halley Roller** apply **Pixel** base tinted in the same hue of the damaged area using the above reported technique. Apply the product sweeping in order to merge the touched-up area with the surrounding finish.

2.9 NOTES AND TROUBLESHOOTING

- Wet Collection **Pixel** finish looks lighter and more textured than the dry film. **Most film defects are caused by improper application technique.**
- **Base-coat showing:** when insufficient material has been applied (apply a full continuous coat of paint to achieve a solid in-tone background);
- **Colour variation:** it may depend on an improper mileage or colour of the basecoat. A different pattern from approved sample as final result may also be caused by use different product batches on the same job (colour may vary slightly from batch to batch; box together the whole paint to be used for the job before starting application).

2.10 AVAILABILITY AND COST

Fractalis Collections are available through the **Fractalis International Distribution Network** in Europe, Federation of Russia, Ukraine, North and South America, Middle & Far East. Projects outside the Distributors' Network will be covered directly by the Supplier. **Customised colour configurations** are available on a minimum quantity order. Installation costs will vary depending on Collection, quantity and market area. Generally, based on a six years cycle (accounting for first application and timely maintenance), the overall cost per year of **Fractalis** finishes will be 30-40% more expensive than LATEX paint and 50-60% cheaper than VINYL wallcoverings.

2.11 TECHNICAL SERVICES

Technical assistance on application and maintenance is available from the local **Fractalis Distributor** or directly from Supplier.

LIMITED WARRANTY

The Supplier warrants that the products supplied will be free of defects and conform with published quality specifications and standards (see QAP). Notwithstanding, they do not exempt the user from employing the product correctly in terms of storage, handling, usage and waste management. In particular, the substrate preparation, application technique and environment conditions of use are beyond the control of Supplier. Therefore, the liability and obligations herewith shall be limited to the replacement of defective merchandise. For any further detail please refer to Sales and Quality Specifications.