

# FIRED EARTH

EXTERIOR MASONRY  
*product information and advice*



— est. 1983 —

# FIRED EARTH

## EXTERIOR MASONRY

### *coverage*

8m<sup>2</sup> per litre

### *availability*

- Available in 120 standard colours. Plus 54 archive colours
- Sizes: 5l
- To order either visit your nearest showroom,  
www.fireearth.com or call UK 0845 3660400

### *features*

- A water based paint with a smooth matt finish.
- Exterior decoration and protection of Masonry surfaces.
- Protects against extreme weather conditions, resisting dirt and featuring a broad spectrum bacterial agent.
- A hard wearing paint with an inbuilt safe fungicide to help prevent mould and algae growth.
- Minimal VOC content (Volatile Organic Compounds) – 0 – 0.29% o Virtually odour free during application.
- High opacity means excellent covering power.
- Very low roller spatter.
- Easy to apply and quick drying.
- Can be used as its own undercoat.

### *suitability*

- External use only.
- Suitable for use on properly prepared concrete and cement render free of contamination, dust and efflorescence.
- Can be used on wood surfaces to decorative effect but does not provide protection to the wood being painted.



Building painted in Opal Green.

## *preparation*

- Surfaces must be clean, dry and free from loose and flaking material, including dirt, grease etc. Areas with cracking and loose paint must be repaired before any paint is applied.
- Areas contaminated with fungal or algal growth should be treated with a proprietary fungicidal agent or with 25% household bleach before painting. Surfaces previously treated an oil-based paint should be lightly abraded before painting.
- All newly rendered surfaces must be permitted to dry out completely and need to be left to dry and ‘weather in’ for at least six months before commencing painting. If unsure please seek further advice from a professional prior to painting.
- Old rendered surfaces or surfaces which may be unsound – these areas may not allow further application of paint to adhere to the surface. Please seek professional advice.

## *application*

- Do not apply in temperatures below 10°C or excessive heat above 30°C.
- Do not apply if possibility of rain or extreme temperature.
- Stir thoroughly before use.
- To ease application over porous surfaces, up to 5% volume of clean water may be added.
- Apply with a brush or roller.
- Two finishing coats will normally suffice.
- To avoid colour variation if more than one can is being used for a job, paint should be mixed together beforehand. Alternatively finish painting in a corner before starting a new can.
- Equipment should be cleaned with water immediately after use.

## *drying times*

- Normally touch dry in 1-2 hours, re-coatable after 4 hours.

## *storage*

- Always store paint tightly sealed in original container, out of extreme temperatures e.g. direct sunlight or frost, and away from children.

## *cleaning and disposal*

- Upon finishing, remove as much paint as possible from the application equipment before washing with soapy water. Some local authorities have special facilities for the disposal of paint. Do not empty paint into drains or watercourses or dispose of where ground or surface water may be affected. Surplus paints are controlled wastes and should be disposed of in accordance with the regulations made under the Control of Pollution Act and the Environmental Protection Act.
- Fired Earth’s Exterior Masonry paint is made in the UK and adheres to all European Environmental Directives.

## *construction and technical information*

- A water based acrylic exterior masonry paint made with a variety of traditional and modern pigments and acrylic binder.
- Contains: Pigments, extenders, polymers and thickening agents.
- Sheen Level Matt
- Specific Gravity 1.20-1.38
- Solids by volume 37% approximately
- Dry film thickness range 20-30 microns per coat on smooth surfaces

## *environment*

- Minimal VOC content – 0% - 0.29% (Volatile Organic Compounds). For minimal environmental impact and health implications all Fired Earth paints comply with European Commission VOC Product Directive 2004/42/CE, this directive designates the volatile organic compounds (VOC's) that may be added to a paint.
- Fired Earth paint is formulated with the environment in mind. We take care to choose the correct and safe materials and to be responsible in our actions. To this end we have successfully developed paints that cover exceptionally well thereby requiring fewer coats than ordinary paint.
- The manufacture of the Fired Earth paints is carried out with care and attention to the environment. All of our paints are made in the EEC and adhere to all European Environmental Directives.

## *health and safety*

- Ensure good ventilation during application and drying. When spraying, do not breathe spray and wear suitable respiratory protective equipment, Avoid contact with skin and eyes. In case of contact with eyes, rinse immediately with water and seek medical advice. After contact with skin wash immediately with plenty of soap and water or a proprietary skin cleanser.
- Contains Benz/Methyl/Chlormethyl – Isothiazolon – Less than 0.1%. May produce an allergic reaction with sensitive individuals.

KEEP OUT OF REACH OF CHILDREN

## *disclaimer*

The specifications and technical information given in this publication are intended for guidance and although they are to the best of our knowledge correct, they are given without warranty. We cannot accept any responsibility for reliance placed upon the advice contained herein since practical expertise and site conditions are outside of our control. Neither do we accept liability for the performance of the product arising from such use. This does not affect your statutory rights.



Mercury paint.