



CODE 0.533.

magia

Water-repellent breathable int. emulsion paint with optimum hiding power

GENERAL PROPERTIES

MAGIA is a breathable paint which lends optimum brushability, flow & covering power. It is ideal for refined finishes on interior walls. Its remarkable breathability makes MAGIA particularly suitable for the painting of areas subject to condensation (kitchens, bathrooms etc.).

INSTRUCTIONS

Substrate preparation:

- Bare walls: remove dust & unsound plaster using a broomcorn brush. Level imperfections (holes, cracks or fissures) with LITOSTUCCO 1.050.1010, filling as many times as necessary. Allow 6 hours, sand stuccoed areas and clean thoroughly.
The choice of sealer depends on the condition of the substrate. ISOLEX W or ARDFIX are fine in most cases. Use BIANCOFIX 0.079 (fixative covering sealer) on particularly dark surfaces. Allow the surface to dry & apply MAGIA.
- Interior walls with sound distemper paintwork: clean the surface thoroughly. Stucco any imperfections with LITOSTUCCO, proceeding as described above. After sanding, seal the stuccoed areas with ARDFIX. Chalky or unsound substrates must be treated with ISOLEX W or ARDFIX. Allow 6 hours respectively & apply MAGIA.
- Interior walls with washable emulsion paintwork: clean the surface thoroughly. Stucco any imperfections, sand and dust. Seal repair areas with a coat of ISOLEX W or ARDFIX. Allow 4 hours and apply MAGIA.

Application:

Apply MAGIA as follows:

- Brush: stir the product thoroughly, thin at 60-65% in water volume and apply by cross-brushing. Allow 1 or 2 hrs & proceed with the second coat thinning MAGIA at 55-60% in water volume.
- Roller: thin at 50% in water volume.
- Air-spray gun: thin at 10-15% in water volume until roughly 80 DIN/sec viscosity (DIN cup # 4 at 20°C) and apply using 1,5-1,9 mm Ø nozzles - pressure around 3 kg/cm. Allow at least 6 hours between each layer.
- MAGIA is easy to tint using high-concentration ARDCOLOR colorants 2.950., universal COLORATUTTO colorants 0.951. & IDROPAINT 0.502.
- Store in cool premises, under frost proof conditions.
- Wash tools immediately after use with water.
- MAGIA is compatible with the 16COLOURS & WIZARD tinting systems.

- Do not apply at ambient or substrate temperature below +5°C or above +35°C.
- Use in compliance with the current Health & Safety regulations. Dispose of spent material/containers according to the same.

Refer to the PSDS for further information.

TECHNICAL PROPERTIES

SPECIFIC WEIGHT	1,710 ± 50 g/l	
VISCOSITY AT 20 °C	18,000 ± 2,000 cP	
COLOUR	White	
DRYING AT 20 °C	TOUCH DRY	1.5 hrs
	THROUGH DRYING	24 hrs
GLOSS (85°)	EN 13300 (EN ISO 2813)	< 5 G.U. Dead Matt

YIELD

The two-coat painting cycle implies a yield, on smooth substrates with medium absorption, of approx 5 - 5.5 m²/l. It is best to determine the same by testing.

TENDER SPECIFICATION ITEM

BREATHABLE EMULSION PAINT WITH OPTIMUM HIDING POWER FOR INTERIORS

Two coat application on pretreated interior walls of breathable high-opacity masonry paint for interiors based on synthetic copolymers in aqueous dispersion & hiding pigments type MAGIA with a minimum consumption of 0.2 l/m².

€/ m²

The data herein were correct at the time of Quality Control and refer to standardized environmental conditions.
The same are to be considered as a guide.
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