



### Product Overview

GM Rustic Paint is a premium-quality, fine-textured masonry coating formulated with a tailor-made emulsion system. Designed for high durability and long-term protection, it features excellent crack-bridging performance and anti-carbonation properties—making it ideal for external façades and interior walls exposed to harsh environmental conditions.

### Key Features

- Excellent resistance to extreme weather
- Bridges and fills hairline cracks effectively
- Strong anti-carbonation protection
- Breathable (allows water vapor to pass through)
- Superior water and moisture resistance
- Excellent scrub and cleaning durability
- Reinforced with granules for added strength
- Flame spread resistance
- Easy to apply and shape into various textures
- High coverage with long-lasting color retention
- Strong adhesion to surfaces

### Recommended Applications

Suitable for both exterior and interior surfaces, including concrete, cement, and brick. Ideal for use in residential, commercial, educational, and industrial structures.

### Technical Specifications

Finish:	Matt texture
Color Options:	As per GM Rustic color chart
Specific Gravity:	1.80 ± 0.03 at 30±2°C (ASTM D1475)
Volume Solids:	62% (ASTM D2697)
VOC Level:	32.96 g/L
Recommended DFT	600 – 1500 microns
Spreading Rate	0.23 – 0.57 m <sup>2</sup> /kg

### Surface Preparation

- Allow new surfaces to cure for at least 28 days before priming
- Remove old or flaking paint completely
- Ensure surface is solid, free from cracks, voids, dust, grease, salts, and mold
- Fill holes and cracks with GM-approved fillers before applying primer



### Application Instructions

- Minimum surface temperature: 5°C.
- Maximum surface moisture: 8%.
- Surface pH must not exceed 9.
- Stir well before use.
- Thin with clean tap water (1-2%) if required.
- Do not apply to wet or damp surfaces.
- Wait until the previous coat is completely dry before recoating.
- Avoid application in direct sunlight, wind, rain, or high heat.

### Drying Time

- Surface Dry: 20 minutes
  - Hard Dry: 24 hours
  - Full Cure: 7 days
- Tested in accordance with ASTM D5895 at 25°C.

### Tools & Thinning

#### Application Tools:

- Steel trowel
- Plastic trowel

**Thinner:** Clean tap water

**Thinning Ratio:** Ready to use. If necessary, thin with 1-2% tap water depending on weather and surface conditions.

### Packaging

Available Size: 25 Kg Drum.

Shelf Life: 12 months at 25°C in original sealed packaging.

Storage: Store in a cool, dry place and well-ventilated place.

### Safety & Environmental Precautions

- Avoid contact with eyes and skin.
- Ensure proper ventilation during application.
- Do not inhale vapors or mist.
- Keep out of reach of children.
- Dispose of leftover material and containers in accordance with environmental regulations.
- Donate any unused product to authorized recycling centers if possible.