

# EASY CLEAN FRESH

## Luxury Interior Emulsion



### Product Attributes



#### High Washability

It offers ultimate protection to walls and keeps it looking freshly painted for years.

#### Reduces indoor air pollutants

absorbs harmful air pollutant, formaldehyde and malodours from the air, thus making it cleaner to breathe



#### Absorbs foul smells

absorb malodours such as cigarette smoke, garlic, ammonia etc thereby making the air fresher to breathe



#### Releases fragrance

Gives off a sweet soothing smell



#### Anti-bacterial

Easy Clean Fresh removes bacteria\* from the wall surface. \*99% effective against bacteria as per the test carried out under JIS Z 2801 method for specified strains of bacteria



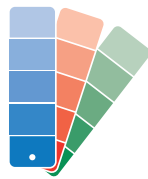
### Product Description

Easy Clean Fresh is an interior wall paint designed to give your walls a durable, premium and rich appearance. A 100% Acrylic Emulsion that is formulated with odour absorbing chemicals and proprietary acrylic emulsions that purifies indoor air and gives superior stain resistance to your walls. The product is resistant to fungal growth and the paint film retains fresh glossy new look for a longer period of time.

### Recommended Use

Plastered surfaces, concrete walls, fibre boards, asbestos, gypsum boards and false ceilings.

#### Colour Range



Over 2000 Shades

#### Finish

VERY HIGH

HIGH ✓

MEDIUM

LOW

Smooth sheen finish

#### Toxicity



VOC - 40-50 gm/lt

### Coverage



Approx. 120-140 sqft/lt/2 coats

(Coverage may depend on factors like surface conditions, surface preparation, application skill, weather conditions, dilution etc.)

### Recommended Undercoats

**Primer:** For wall/ plastered surfaces —BP Cement Primer WT (Alkali Resistant)/ BP White Primer

**Putty:** For wall/plastered surfaces – Bison Wall Putty / Happy Wall Putty

#### Drying Time



**Surface Dry:** 15-25 min at 60% RH, 25°C

**Hard Dry:** 6-8 hours

#### Gloss Level



60° = 10-12, 85° (depending on shade measured as per standard test method)

#### Application Tools



Brush / Roller

#### Recommended Thinner



Potable water

#### Recommended Dilution



**Brush Application:** 40-50% by volume

**Roller Application:** 35-50% by volume

(deep shades from N2 base may be applied without dilution.)

# EASY CLEAN FRESH

## Luxury Interior Emulsion



### Packs



**White and PO**  
1, 4, 10, and 20 Ltr

**Colour Bank**  
Bases



**Fire Hazard Class**  
Non- flammable



**Pot Life of Thinned Material**  
Overnight

### Directions for Application

#### Surface Preparation:



Remove all dirt, loose paint and flakes using wire mesh.



For filling Crack up to 5mm, use HS Crack Fill Paste. For wider cracks, use HS Advance Latex Plus as per the product usage guidelines.



Allow sufficient time for the putty /cement to dry.

#### Priming:



Apply one coat of BP Cement Primer/ BP White Primer suitably diluted and dry it overnight. Two coats are recommended for better results.

#### Application Method:



Dilute with potable water as per the recommended dilution ratio. Mix well.



Apply the first finishing coat with brush or roller.



Allow it to dry for at least 6-8 hours or overnight depending on ambient temperature, humidity and surface conditions.



Apply the second coat only when the first coat is dry. Do not overthin. Do not apply when ambient temperature is below 10°C or more than 40°C.



For previously painted surfaces: Strip all the old paint and remove all the loose particles before starting the above process of primer and putty application.

#### Points to Note

- Shake well before use and do not over dilute
- Keep the container tightly closed to prevent drying
- Use one coat of Bio-Wash for killing fungal growth
- Scrape off old paint thoroughly before painting starts
- Gyro shake well after tinting through CB Machine
- For deep shade apply one additional coat
- Do not apply paint on lime washed surfaces and damp wall
- In case of contact with eyes, wash immediately with water and seek medical help

#### Cleaning Instructions

- Use only toilet soap to clean stains
- To clean oil-based stains, use mineral turpentine oil only
- Use only a soft white cotton cloth for cleaning
- While cleaning, wipe gently without using pressure
- Attempt cleaning the surface only after one month of application

Version No: BPP1/06/2023. Please note that this data sheet supersedes all previous versions.

### BERGER PAINTS INDIA LIMITED

Berger House, 129 Park Street, Kolkata 700 017 | **CONSUMER RELATIONS MANAGER** Ph: 1800-103-6030  
Fax: 91-33-2249-9729/9009 | SMS BERGER to 56767 | Email: consumerfeedback@bergerindia.com | www.bergerpaints.com