



Ashford, Kent. UK.  
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## **FOR IMMEDIATE RELEASE**

### **A STATEMENT FROM AUTENTICO PAINT**

#### **WHAT IS CHALKPAINT ?**

There has been, and still remains considerable confusion regarding the definition of “chalk paint” and we would like to take this opportunity to offer you some clarification.

Chalk paint is not a new product and hasn't been invented recently but simply chalk paint is, unlike claims made by others, a paint made from chalk.

Chalk paint therefore is a descriptive term to let the consumer know that chalk (calcium carbonate) is the main ingredient of the product they are interested in.

The use of chalk as a binder in paint, especially a lot of chalk, makes for an excellent furniture paint. The combination of chalk and other natural binders and resins, makes chalk paint adhere very well whilst keeping important other features, like softness, porosity and breathability intact.

These features are very important because chalk paint must be easy to handle, to distress and must take furniture wax as a decorative finish without any problem.

Chalk paint is a real decorative paint.

Generally speaking, chalk paint must contain a lot of chalk. The more chalk, the better decorative finish.

**Autentico Vintage chalk paint contains more than 35 % chalk, a higher chalk content than other chalk paints. Our customers appreciate Autentico Vintage as an excellent chalk paint and we believe it is the best decorative furniture paint, especially because Autentico Vintage chalk paint is available in more than 150 colours.**

Knowing you need a lot of chalk to make a chalk paint, it is questionable to state it is possible to make a quality chalk paint by adding a bit of powder to any existing emulsion.

Due to the porosity and softness of real chalk paint, chalk paint is not suitable for painting walls or on exterior projects. Additional features are required for these projects.

For wall paint you need a tougher, less porous finish. For damp rooms, like kitchens and bathrooms you need a better moisture control. Moisture control is also important for exterior projects as well as a good UV filter to avoid colours fading away after a few months.

This is why we at Autentico not only produce real chalk paint for furniture. As a professional paint manufacturer we offer a wider scope of superior products:

**AUTENTICO VINTAGE:** A superior furniture paint made from more than 35 % chalk in more than 150 colours and produces a very matt finish with only 2 % sheen. The Autentico Vintage range also includes superior waxes, crackle glazes, decoupages and everything else you need to make your project stand out from the crowd.

**AUTENTICO VELVET:** A paint for walls and ceilings in more than 150 colours. Velvet delivers a tougher finish than Vintage.

**AUTENTICO VERSANTE:** A wipeable paint for damp rooms and exterior projects. Versante includes moisture control and a UV filter. This produces a wipeable and a matt finish and is available with 5 % sheen or an eggshell finish with 15 % sheen.

**AUTENTICO VENICE:** A spectacular lime paint made from hydraulic lime putty. Anti bacterial and anti allergic.

**AUTENTICO ESTERNO WALLS:** A hybrid silane/silicate paint for exterior mineral surfaces like brick-work, render and concrete. Advanced moisture control, UV filter and is self cleaning.

**AUTENTICO ESTERNO WOOD:** (Launching Spring 2015) A high-specification paint for external wood-work like doors, windows and framework where anti-blocking properties are required.

**ENDS**

Ris and Eric Adams  
Founders Autentico Paint.

Dorian and Ann Marks  
Autentico Paint Distributor  
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