



This document is available to assist you on your painting adventure.

Is WOWpaint the same as chalk paint?

WOWpaint contains mineral pigments and chalk but has a different composition of raw materials and is thicker than chalk paint, resulting in more depth and texture in the finish.

Does WOWpaint have the same effect as limewash?

WOWpaint has a subtler and less blotchy appearance, doesn't leave stains from water splashes, and is removable (unless vigorously scrubbed, avoiding abrasive sponges). Unlike limewash, WOWpaint can be painted over with other paint.

How much paint do I need?

On average, you can paint 8 square meters with 1 liter of WOWpaint. For example, if you have a 20 square meter wall and plan to apply 2 coats of WOWpaint, you would need 5 liters ($2 \times 20\text{m}^2 = 40\text{m}^2 : 8 = 5$ liters) for two coats on a 20 square meter surface.

How do I apply WOWpaint stucco effect?

To achieve the WOWpaint stucco effect, apply it in two layers using a high-quality natural (pig bristle) block brush with "blonde" bristles in a playful manner. Pour paint from multiple cans into a construction bucket and mix all the paint thoroughly before starting to prevent color discrepancies between cans.

How do I achieve a subtle stucco effect?

To achieve a subtle stucco effect, apply vertical strokes using a natural bristle block brush and dilute the paint with 5-10% water.

How can I achieve more color variation?

To create more color variations, add a significant amount of water. These variations will become subtler after the paint has cured.

I have multiple pots of the same color; how do I mix them?

If you're using paint from different batches or cans purchased from various stores and want to avoid (minor) color differences, mix the contents of all cans in one or more large (construction) buckets. WOWpaint contains natural ingredients, and color variations between cans or batches may occur.

Can I mix two or more colors of WOWpaint?

Yes, you can mix WOWpaint colors together. If your desired color isn't available, you can create your own unique shade. Be cautious, though, as not thoroughly mixing two colors may result in a blotchy effect, which can be visually appealing. The color may also lighten after drying.

How do I remove (excessive) brush strokes?

To soften brush strokes, gently wipe a clean, damp cloth over the wet paint using a playful motion (smooth or make circular movements). You can also use a small spatula to gently glide over the painted wall with minimal pressure. If "ridges" form while painting with a brush, do not remove them, as these "ridges" will create the famous stucco effect after drying. For this technique, apply the paint extra thick and dilute it with as little water as possible.

Is the color during painting the final color?

The color will lighten after drying compared to its appearance during application, and color variations will become subtler as the paint cures.

Is We Are Wow Makers breathable and environmentally friendly?

WOWpaint is breathable, environmentally friendly, and safe for humans.

Is We Are Wow Makers suitable for baby and children's rooms?

WOWpaint is breathable, environmentally friendly, and therefore highly suitable for baby and children's rooms.

Why does my WOWpaint start to ripple?

If your paint starts to ripple during application, it means that either a layer you're painting over is not yet dry or the underlying surface is too absorbent. Avoid applying "layers" because this can cause the paint to ripple as you brush one layer over another.

Why is my WOWpaint painting too rough?

If your paint is becoming too rough or drying too quickly on your brush, you can add water intuitively. This issue may be due to the underlying surface being too absorbent or less than optimal humidity/temperature conditions. Stir the paint well and continue adding small amounts of water if the roughness persists. Water does not affect the color.

Can I apply WOWpaint with a roller?

A roller does not achieve the stucco effect; it is used when painting with a block brush on the entire surface is too time-consuming or expensive, typically for the first layer only. To avoid visible transitions (landing strips) between rolled sections, gently zigzag over the transitions with a lightly damp clean cloth or block brush while the paint is still wet. A smooth roller is not suitable for WOWpaint.

What is the drying time for WOWpaint?

The drying time between layers of WOWpaint at a temperature of approximately 20 degrees Celsius is 2-4 hours, depending on the humidity in the room. If the paint starts to ripple when applying the second layer, it means that the first layer has not fully cured yet.

Is WOWpaint suitable for bathrooms?

WOWpaint is suitable for use in bathrooms, except for wet shower areas. To protect it, finish it with an extra matte (decorator's) varnish for chalk paint, such as Polyvine (follow the instructions on the packaging and avoid using a roller). A matte varnish is more porous than a satin varnish. We recommend using a soft brush for application.

Can WOWpaint be protected against (grease) stains?

Yes, you can protect WOWpaint against grease stains, especially in areas like behind a kitchen counter. Finish it with an extra matte (decorator's) varnish designed for chalk paint, such as Polyvine (follow the instructions on the packaging and avoid using a roller). A matte varnish is more porous than a satin varnish. We recommend using a soft brush. After a few years, light sanding and touch-ups may be necessary. Again, use a soft brush for touch-ups.

Can WOWpaint be used on untreated wood or MDF?

WOWpaint can be used on untreated wood or MDF. Ensure that the surface is free of grease and dust by wiping it with a damp cloth and St. Marc, followed by light sanding (in this order). Finish doors, benches, shelves, etc., with an extra matte (decorator's) varnish, such as Polyvine (follow the instructions on the packaging and avoid using a roller). A matte varnish is more porous than a satin varnish.

Is WOWpaint suitable for untreated drywall, plastered walls, or wallpaper?

WOWpaint can be used on untreated drywall, plastered walls, or wallpaper as long as screw holes, gaps, and seams (between drywall sheets) are filled, and the wall paper is securely adhered everywhere. A primer prevents the first coat of paint from soaking into the wall. Alternatively, an appropriate color latex paint can be used instead of a primer. Painting without priming may result in more streaks and variations in gloss, but this can be part of the WOWpaint effect. If you prefer a subtle effect, use a primer or latex paint before applying 2 coats of WOWpaint.

Can I store WOWpaint improperly?

Improper storage of WOWpaint includes not sealing the can airtight after use, storing it in excessively hot or cold conditions, or allowing it to become moldy. If stored in extremely hot or cold conditions, the paint may become unusable. If mold develops, remove the mold layer, add a little water, and thoroughly mix. If the paint no longer smells or clumps, it can still be used.

How should I store WOWpaint?

WOWpaint should be stored airtight at a consistent temperature of approximately 18 degrees Celsius. Ensure

it hasn't been frozen in an excessively cold shed or exposed to direct sunlight. If it has been subjected to such conditions, the paint may no longer be usable.

How long can I store WOWpaint?

If WOWpaint is stored airtight at a constant temperature of around 18 degrees Celsius, hasn't been frozen in a too cold shed, or heated by direct sunlight, it is generally good for approximately 1 year. Unopened cans can be stored for about 1.5 years when stored correctly.

What sets We Are Wow Makers apart from other paint brands?

We Are Wow Makers distinguishes itself from other paint brands through its unique paint and color recipes, as well as its authentic storytelling. WE ARE WOW MAKERS was developed by owner Anouk of Studio AnoukB because she couldn't find stucco-look paint for her projects that could be applied in just 2 layers with minimal preparation such as sanding or priming. Her inspiration came from sunny places, and she wanted to capture that feeling in a paint and give people an ENDLESS SUMMER sensation in their own homes. The paint can be applied to various surfaces, including ceilings, walls, wood, concrete, untreated furniture, plaster, gypsum, and even fabric.

Is We Are Wow Makers or Dstrezzed responsible for purchasing too little or too much paint?

We Are Wow Makers and WOWpaint retailers base their advice on an average coverage of 6-8 square meters per liter. However, surfaces may absorb more or less paint than average during the actual application. We Are Wow Makers or the retailer cannot offer a reduced rate for paint shortages. Excess paint cannot be returned due to product shelf life and the inability to verify whether the paint has been stored correctly during painting projects.

Is We Are Wow Makers or Dstrezzed responsible for disappointing results?

We are happy to provide color and painting advice. However, we are not responsible for (errors in) execution or disappointing end results. Sometimes a color or finish may not meet your expectations. A varnish may not meet your expectations, preparations and finishes may not have been applied correctly, or surfaces may absorb more or less paint than average. We are always willing to assist

you in finding a solution to achieve the desired end result.

In short:

- WOWpaint is a water-based, child- and environmental-friendly paint based on chalk with natural minerals and maximum color pigments for an intense, matte stucco-like finish.

- WOWpaint is not the same as chalk paint; it is thicker and has a different composition of raw materials.

- WOWpaint is an opaque paint with a subtle stucco effect. It does not have as much color variation as limewash (lime paint). Unlike limewash, WOWpaint can be painted over with other paint.

- WOWpaint can be diluted with water, and more water results in more color variation.

Apply WOWpaint with a natural bristle block brush with "blonde" bristles.

- Apply WOWpaint playfully for a stucco effect with a lot of texture.

- Apply it in 2 coats.

- Applying vertical strokes results in less texture and a more subtle stucco effect.

- Mix WOWpaint in an empty, clean bucket. Mix pots of the same color together to avoid color differences per wall. Pots from different batches are best applied on different floors.

- If you notice anything unusual about the color or effect when applying the first coat, please report it before applying the second coat.

- WOWpaint is breathable and moisture-regulating.

Because moisture transport is possible, the paint will not peel quickly. These properties also make WOWpaint suitable for MDF and untreated wood.

- We Are Wow Makers stucco paint is one product that can transform a space into a characteristic whole on just one "sunny" Sunday.

- We Are Wow Makers was developed by www.anoukb.com.