

# PREMIUM CHALK PAINT

Get The Look

THE *Artisan* COMPANY

**Overview:** Our Premium Chalk Paint has been formulated and perfected for the ultimate decorative painting experience. Using only the finest raw materials, ingredients and pigments to design and engineer a Premium Chalk Paint that is rich and creamy, has beautiful flow with a consistency that is easy to work with. With minimal to no preparation required it means that you can paint straight onto just about any surface with unrivalled coverage and a fast dry time. It opens the door to an endless scope of design possibilities for your interiors. Whether you want to paint a piece of furniture, or do a paint effect on decor, floors or walls, our premium chalk paint makes those paint project fast and easy. Capable of creating endless paint effects through easy manipulation; from aged french style finishes, subtle or rustic textures, layered colours, industrial, contemporary or flat finishes, it's all possible. Every colour has been formulated to perfection for your interior and exterior spaces with a core range of 67 Artisanal Colours available with additional seasonal limited editions.

**Dry Time :** Average of 30mins -40 mins to 1 hour depending on environment, and level of thickness of paint applied .

**Application:** Avoid painting or drying in temperatures below 10°C. If painting in hot weather, you may need to add 5-10% water to rejuvenate the paint as it may thicken in open hot air. We recommend using our Premium Chalk Paints with Staalmeester brushes for best results.

**Coverage:** approx 20m<sup>2</sup> per Litre. This can vary depending on the substrate you are going over and the decorative paint style/ technique used .

**Preparation:** Ensure surface is clean and dry.

**Sealing:** Our Premium Chalk Paint is a porous high adhering decorative paint, that allows you to manipulate it into many different looks and styles. In most cases we recommend sealing our Premium Chalk Paints with The Artisan Company waxes or lacquers for use & durability. Our Premium Chalk Paint can be used outdoors without sealing with the expectancy of it having a natural worn "french fade" over time.

**Stir well and thoroughly before use to ensure all the pigments and components of the paint have been dispersed evenly. Our Premium Chalk Paints are designed to be full bodied, rich and creamy and will not drip easily to allow you to load up your paint brush with a generous amount of paint and then spread out for coverage and a premium painting experience.**

**Flat Finish -** We recommend using a Staalmeester brush (2023 flat or 2020 round synthetic). "Lay" and gently brush the paint on in a controlled manner, painting in one direction across your furniture. Leave to dry (approx 30-40 mins). For the second coat decant some paint and add 5-10% water to your paint then paint in the same manner. Once dry lightly sand any unwanted visible brush strokes. You can lightly sand them off with a fine sanding pad (240 grit or less) with even pressure rather than localising the sanding in one spot to avoid "smooth spots"; then seal with wax or lacquer. Sanding our Premium Chalk Paint will highlight any fine textures and may cause the colour to lighten especially on darker colours. This is completely normal and will disappear once waxed or lacquer is applied and the colour will return to it's normal depth.

**Two Colour Distress -** apply a liberal amount of paint onto your furniture and brush it out and over your furniture using a Staalmeester 3600 pure bristle brush. You can brush it out every direction and stipple for different effects, loading enough paint so that you are always working with wet paint. Take care not to over brush paint that has already started to dry. Paint in sections with texture, then leave to completely dry. Slightly water down your second colour, about 10-15% water then paint over your first colour and leave to dry. Once fully dry lightly sand with 240 grit sandpaper, start sanding and exposing the texture and colour underneath focussing areas where furniture naturally wears. Detail and seal with wax or lacquer.

**Subtle texture, with coloured wax -** use a Staalmeester 2020 round hybrid brush, load up a generous amount of paint and paint in all directions, spread and feather as you go. Paint in sections. Leave to dry. Repeat in the same manner on the second coat. Once dry enhance and detail your subtle texture with your chosen Coloured wax. The coloured wax will highlight all the beautiful texture you have created through your brushwork .

**Textured Rustic Finish -** apply a liberal amount of paint using your Staalmeester Pure Bristle brush and purposely over brush to get the paint to pull and create strong defined textures, leave to dry. Touch up any areas that may need more coverage on your second coat in the same manner. Detail with Coloured wax. Then lightly sand after the wax using 240 grit sand paper skimming the surface to bring out the texture and create a rustic age & depth to the texture, colour and finish.

**Tannins and bleeding -** on rare occasions wood can become damaged or have residues on it that can bleed through a Chalk Paint finish; this rarely happens and if so will often occur when using whites and will show up as a yellow/ pink stain. If this happens, the affected area needs to be sealed before applying the second coat. Our Premium Lacquers can be used to seal these problems areas before continuing to paint in our Premium Chalk Paint.

**Disclaimer :** All information provided by or on behalf of The Artisan Company Ltd in relation to these products is provided in good faith and to the best of our knowledge and experience. We warrant that the product is fit for purpose however advice provided is without warranty as every substrate and environmental circumstances are different and can alter the final results; as such The Artisan Company Ltd is not responsible for user or application error. It is always recommended to test an area first prior to use. Safety Data Sheet is available upon request through our contact details on our website.