



Decorative Paints

CHALK PAINT

Technical Data Sheet

Reviewed: 21.01.2025

DESCRIPTION

CHALK PAINT is water-based decorative matt paint that creates a velvety matt texture just like chalk. It can be applied without priming on most surfaces. It is a low odor, user and environmentally friendly paint with a very wide range of applications. It transforms and rejuvenates furniture and home décor with a smooth finish, providing a vintage look. Provides great coverage, dries quickly and is available in many ready mixed high-quality shades. By adding Pure white to darker shades, you can create an even wider range of shades. It is suitable for indoor and outdoor use. It is available in bases that allow easy creation of custom shades using tinting machines or SWAN COLORING SYSTEM.

ADVANTAGES

- Odorless - waterbased
- Fast drying
- Suitable for indoor and outdoor use
- Very effective, great coverage
- Matte finish
- Easy to use

APPLICATIONS

CHALK PAINT has thousands of applications, both in homes and in professional or artistic applications. Its main uses include:

1. Restoration & Decoration of Old Surfaces

- It is ideal for restoring and refreshing old wooden furniture, such as tables, chairs, cabinets, and nightstands.
- Allows the creation of unique pieces with a matte finish and a vintage or shabby chic aesthetic.

2. Decoration of New Surfaces

- Can be used to decorate new furniture or objects, giving them a sophisticated aged appearance.

3. Decorative Effects & Combinations

- Combines perfectly with techniques such as distressing, patina, stenciling, or other decorative methods.
- Creates effects that add character and uniqueness to surfaces.

4. Application on Various Materials

CHALK PAINT can be applied to many different surfaces, including:

- Wood (old or new furniture)
- Glass (vases, mirrors, decorative items)
- Metal (iron decorations)
- Marble
- Plastic
- Wallpaper
- Brick, Cement & Stone
- It can be applied to ceramic tiles that do not come into permanent contact with water.

INSTRUCTIONS FOR USE

Surface preparation

1. Surfaces must be dry and clean from dirt, grease, rust, loose paint etc.
2. CHALK PAINT adheres to almost any surface, and there is rarely any need to sand before painting. It is recommended

though to sand high gloss surfaces with medium grit sandpaper #220.

3. Old flaking coatings must be fully removed with STRIPP & CLEAN paint remover.
4. Sand new wooden surfaces with #180 sandpaper and remove dust.

Application

1. Stir well paint before use.
2. Apply one or two coats of CHALK PAINT depending on the desired result.
3. Sand lightly between layers using #220 sandpaper.
4. You can apply layers of different shades. When the surface is dry, rub the final shade locally so that the previous shade begins to appear.
5. CHALK PAINT is easily rubbed, creating an aged effect to the extent you want.
6. Protect the final surface with T - WAX or WOOD VARNISH AQUA water-based varnish.

FINISHING & PROTECTION

Finishing CHALK PAINT with either wax or varnish is essential, as it will seal your finish for years and protect from scuffs and water marks. Depending on the desired result, choose a varnish or wax.

T-WAX is recommended for natural effect and satin texture.

For greater durability and easier process use a varnish:

1. WOOD VARNISH AQUA waterbased varnish glossy, satin, matte
2. MINOS CLEAR LACK ACRYLIC SPRAY glossy
3. CLEAR VARNISH SPRAY glossy, matte or satin.

Caution! Once you apply the final finish you can no longer interfere with THE CHALK PAINT layers.

REMARKS

- It is recommended to make a suitability test prior to full scale application.
- Every piece of furniture is different. To make sure the result is exactly the shade you want, try CHALK PAINT at one point before applying it to the entire surface.
- If you want to create a vintage 'used' effect dilute the paint with water gradually until you achieve the desired coverage.
- In special cases of wood with high tannin content, such as chestnut, where there is a risk of bleed-through discoloration in the final paint, it is recommended to apply TANNIN BLOCK PRIMER.
- Challenging metal surfaces should be primed with the highly durable OVERALL primer.

LEAD STATEMENT

WARNING: Treatment of old surfaces such as dry sanding, flame cutting and/or welding of the dry paint film will give rise to dust and/or hazardous fumes. Lead dust may be released. Lead is toxic. Exposure to lead dust can cause serious illness. Wet sanding/flattening should be used wherever possible. If exposure cannot be avoided by the provision of local exhaust ventilation, suitable respiratory protective equipment should be used.

CLEANING

Clean all equipment immediately after use with soapy water.

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COVERAGE

10 - 12 m²/lt per layer on smooth surfaces

TECHNICAL CHARACTERISTICS

Type: Acrylic waterbased paints.

Colour: 15 colours

Specific gravity: 1,65 ± 0,03 gr/cm³ 25°C

Viscosity: 25.000 ± 5.000 cps 25°C

Method of application: roller, brush or spray

Application temperature: 10°C - 35°C

Thinning: up to 5% with water

Drying times: normally touch dry after 1 hour depending on environmental conditions. Recoat after 4 - 6 hours.

VOC (Volatile organic Compounds): EU limit value for this product category A/d: 130 g/lt. This product contains max 40 g/lt VOC

STORAGE

In a cool and dry place at temperatures between +5°C - +25°C

SHELF LIFE

24 months in an unopened packaging in the above mentioned storage conditions

HEALTH AND SAFETY INFORMATION

Consult Material Safety Data Sheet prior to application

PACKAGING

375ml, 750ml

PACKAGING	CODE	BARCODE
Pure white 375ml	3601	5204094036067
Pure white 750ml	3580	5204094036074
Buttercream 375ml	3602	5204094035886
Buttercream 750ml	3581	5204094035893
Blackboard 375ml	3603	5204094035824
Blackboard 750ml	3582	5204094035831
Stone gray 375ml	3604	5204094036128
Stone gray 750ml	3583	5204094036135
Pure linen 375ml	3605	5204094036043
Pure linen 750ml	3584	5204094036050
Ballet pink 375ml	3606	5204094035800
Ballet pink 750ml	3585	5204094035817
Terracotta 375ml	3607	5204094036142
Terracotta 750ml	3586	5204094036159
Plum 375ml	3608	5204094036029
Plum 750ml	3587	5204094036036
Crimson red 375ml	3609	5204094035909
Crimson red 750ml	3588	5204094035916
Egg yellow 375ml	3610	5204094035923
Egg yellow 750ml	3589	5204094035930
Blue sky 375ml	3611	5204094035848
Blue sky 750ml	3590	5204094035855
Navy blue 375ml	3612	5204094035947
Navy blue 750ml	3591	5204094036012
Sea glass 375ml	3613	5204094036104
Sea glass 750ml	3592	5204094036111
Sapphire 375ml	3614	5204094036081
Sapphire 750ml	3593	5204094036098
British green 375ml	3615	5204094035862
British green 750ml	3594	5204094035879

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COLOUR SHADES



pure white



buttercream



blackboard



stone grey



pure linen



ballet pink



terracotta



plum



crimson red



egg yellow



blue sky



navy blue



sea glass



sapphire



british green

Color selection!

- The MERCOLA color palette offers you the 15 most popular shades, with bright and rich colors that will stand out in your space.
- But your choices are not limited there! All shades of the series are diluted with pure white to achieve the ideal shade for you.
- Furthermore the TR and D bases in combination with the 16 color syringes SWAN COLOR and/or the basic colours of the SWAN COLOR series you can experiment and make your own color !. For pastel, soft and light shades, choose pure white as a base. For dark intense or vivid colors the transparent TR base, while for medium shades the D base.
- The color chart is indicative. Color representation is the most accurate possible digitally. Small deviations may occur during application depending on the absorbency, the type, the quality of the surface as well as the number of coatings.

The directives contained in this technical data sheet are the result of our long experience from real life applications and the research testing of our research and development laboratory and have been submitted in good faith. Because of the diversity of the materials and substrates and the great number of possible applications, which are beyond our control, we cannot accept any responsibility for the results obtained. In every case it is recommended to carry out preliminary experiments. We are liable only for our products for being free from faults and of consistent quality. Users are responsible for complying with local legislation and for obtaining any required approvals or authorizations. The present edition of this technical datasheet automatically cancels any previous ones concerning the same product.



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