



PRODUCT & COLOUR GUIDE

About Us

At Emperor Paint, our unrivalled dedication to offering the very best in exterior paints and coatings is part of our culture and built into our ethos.

With **over 35 years experience** in the specialist paint and coatings industry, we understand that your home is your sanctuary.

That is why we are passionate about providing the most advanced protective exterior products available to keep you and your home sheltered from the elements.

Our dedication to providing the very best technology in exterior surface protection is only rivalled by our commitment to offer the very best customer services to our customers. We offer a **dedicated customer support line** with our team of experts, who are on hand to provide a full technical back-up service, ensuring you get the support you need no matter the project.

In this guide, you'll find everything you need to know, including product breakdowns, 'how to' guides and colour inspiration. We will also be sharing some of our top tips on how to achieve a high-quality finish that **stands the test** of time so you can get the best results possible no matter your level of experience.



Contents

03. We Reign When It Pours

MASONRY

- 07. Emperor Masonry Paint
- 08. Emperor Masonry Creme
- 09. Our Exterior Shades
- 11. How to apply Emperor Masonry Paint
- 12. How to apply Emperor Masonry Creme
- 13. Insulating Properties

WOOD

- 17. Emperor Wood Waterproofer
- 19. How To Apply Emperor Wood Waterproofer

ACCESSORIES

- 21. Emperor Exterior Masonry Cleaner
- 22. Emperor Exterior Masonry Primer
- 23. Emperor Textured Basecoat



We Reign When It Pours

Here at Emperor Paint we have developed our highly advanced **nano-technology** in order to offer the highest level of protection for exterior surfaces to keep them warm, dry and damage-free.

Our exterior paints & treatments create what is known as a **'super hydrophobic'** surface on building materials which causes water in the form of rainfall to bead on the surface and simply fall off before it can soak into the material. This prevents **96% of water absorption** and ensures the material does not become saturated with moisture.

Crucially, our nano-technology lines the pores of the material without sealing these pores. This means that water vapour can naturally breathe out of the surface without being trapped, meaning Emperor Paint products are **highly breathable**. With moisture being the single biggest cause of exterior paint failure, Emperor Paint products will never peel, flake or blister, ensuring their long-term performance in even the harshest of weather conditions.

By keeping exterior surfaces dry, Emperor Paint products also:

- Discourage organic growth such as algae, lichens, moss and mildew
- Come with self-cleaning properties as dirt cannot attach to the surface
- Prevent discolouration from constant wetting
- Offer UV resistance, preventing damage from sunlight
- Protect building materials from damage such as surface breakdown and cracking

TESTED TO WITHSTAND THE ELEMENTS

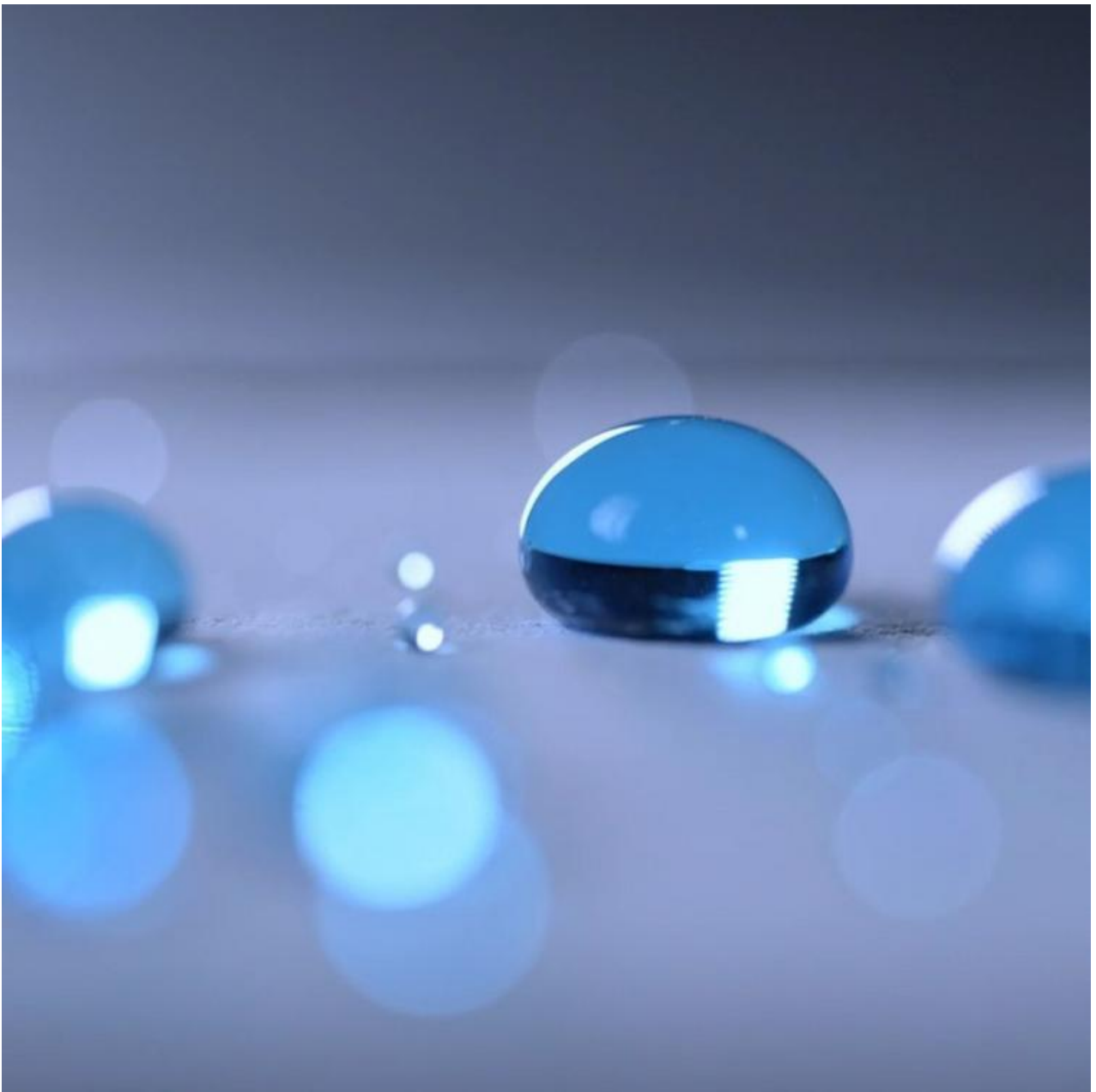
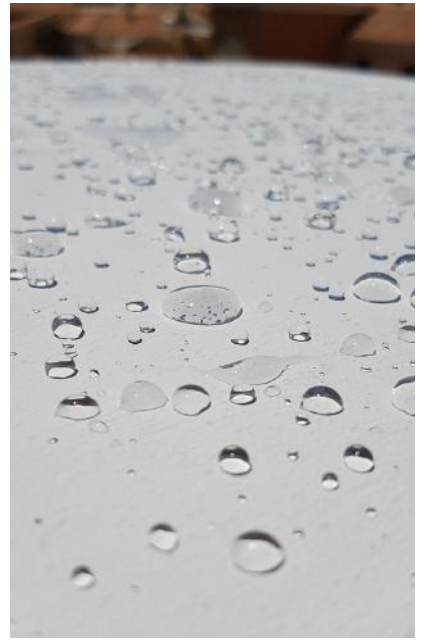
In order to verify the performance of Emperor Paint products, we took Emperor Masonry Paint, Emperor Masonry Creme and Emperor Exterior Wood Waterproofer to an independent UKAS accredited laboratory to be put under a series of tests to establish the long-term performance. After 25 years of accelerated weathering, all three products that were tested were found to show no signs of deterioration in appearance or performance.

This means they all passed the following Quality Standard;



EAD 090062-00-0404 – 25 year hygrothermal performance







Madsco



Country

Emperor Exterior Masonry Paint

A coloured masonry paint for use on any exterior walled surface including brick, stone and render. It contains our highly advanced Emperor nano-technology for ultimate long-term durability, with a 25+ year proven performance in even the harshest of weather conditions.



KEY FEATURES:

- For use on exterior walled surfaces
- Superb opacity
- Will never peel or flake
- UV resistant
- Prevents penetrating damp
- Comes with a lifetime guarantee



Super Hydrophobic



Highly Breathable



Self-Cleaning



Heat Retaining



Suitable for
Brick, stone & render



Coverage
5-6m² per litre*



Recoat time
8 hours



Finish
Coloured, matt



Coats
Two



Pack sizes
250ml, 5L & 10L



STANDARD MASONRY PAINT



EMPEROR MASONRY PAINT

Emperor Exterior Masonry Creme

A clear treatment that offers invisible protection to any bare, mineral surface such as brick, stone or cement. It chemically bonds and absorbs deep into the masonry to provide long-term protection against weathering without compromising the natural beauty or breathability of the surface.

KEY FEATURES:

- For use on bare mineral surfaces
- Dries completely invisible
- One-coat application
- Protects brickwork from weathering
- Prevents penetrating damp
- Comes with a lifetime guarantee



Super Hydrophobic



Highly Breathable



Self-Cleaning



Heat Retaining



Suitable for
Bare masonry



Coverage
3-5m² per litre



Drying time
1-2 hours



Finish
Invisible



Coats
One



Pack sizes
250ml, 5L & 10L



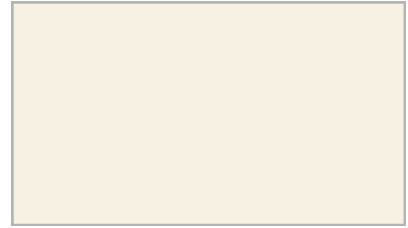
Our Exterior Shades



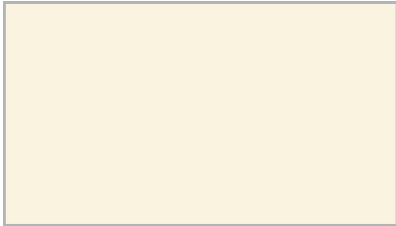
White



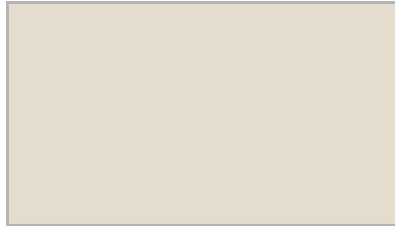
Off-White



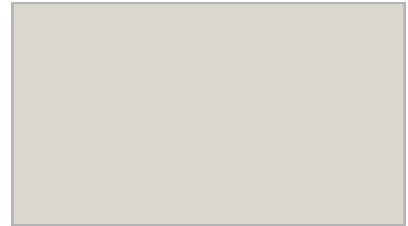
Warm White



Witney Cream



Pale Stone



Chalky Grey



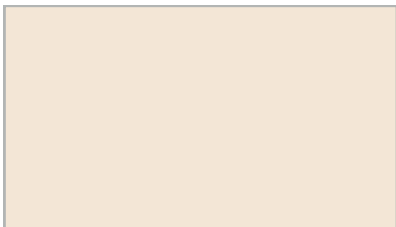
Smokey White



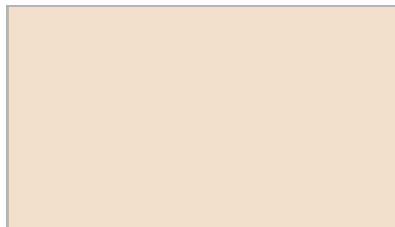
Heritage White



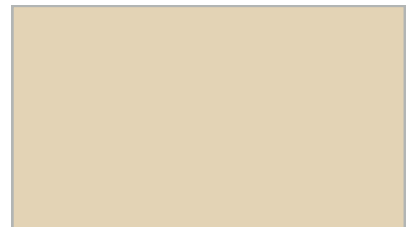
Light Grey



Magnolia



Peach Shine



Beige



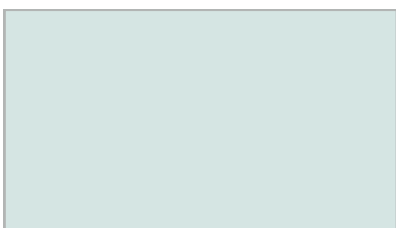
Mushroom



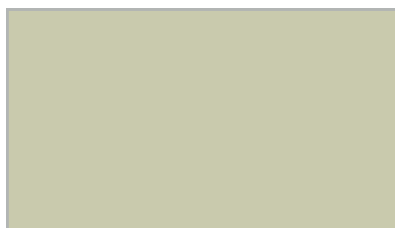
Brown Sugar



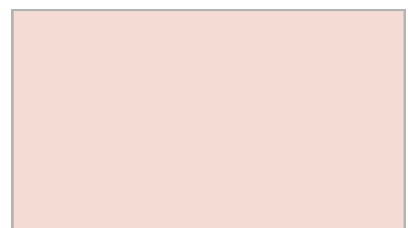
Earth Stone



Crystal Blue



Green Mist



Rose Pink

Brown Sugar



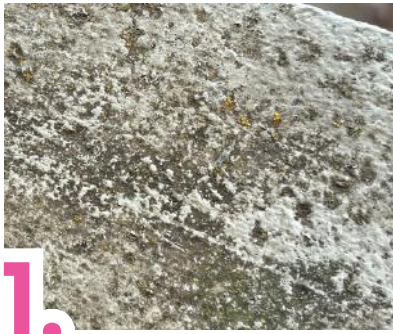
Off-White



White

How to apply Emperor Masonry Paint

Taking the correct steps is the key to results that stand the test of time. When applied correctly, Emperor Masonry Paint will never peel, blister or flake.



1.

CLEANING

The very first step when painting exterior walls is to **ensure it is clean** and thus free from dirt, debris or contamination. This involves firstly washing the masonry down with a pressure washer, hose-pipe or a stiff brush and hot water. This removes the surface level dirt from the wall. Once this has been done, it is crucial to then apply a fungicidal cleaner such as **Emperor Masonry Cleaner** to the wall where there are problems with organic growth, in order to kill any fungus. Simply apply the cleaner to the wall using a brush, roller or pump-sprayer and allow this to dry for 2-3 hours at 20°C. **TOP TIP:** You do not need to remove the cleaner



2.

REPAIR & PRIME

Once the walls are clean, it is time to ensure the surface is ready to be painted. At this stage any repairs to the render should be made, including filling cracks, checking the surface is sound and removing any loose or defective paint from previous decorating. Any bare surface that has not been painted before except pre-coloured silicone renders **must be primed** first using Emperor Exterior Primer. Simply apply the primer to any bare areas using a brush or roller at a coverage of between 5-8m² per litre, depending on the porosity of the surface. Allow to dry for 3-5.



3.

APPLYING PAINT

Finally, it is time to apply the masonry paint to the exterior walls. The best way to apply the paint is a combination of a masonry brush and a long-pile roller, which both allow paint to be applied effectively to masonry surfaces. Emperor Masonry Paint is a two-coat paint which must be applied at 5-6m² per litre on smooth surfaces, which can be reduced down to 3m² per litre on rough, textured surfaces. You can dilute your first coat of paint by 10%, however do not dilute your second coat. While touch dry after 1-2 hours, ensure you **allow 8 hours** for the first coat to dry before you apply your second coat.

How to apply Emperor Masonry Creme

Once Emperor Masonry Creme is applied to bare, untreated masonry such as brick and concrete, it will protect the masonry from damage, damp and discolouration.



1.

CLEANING

Ensuring the masonry wall is clean and free from dirt, debris or contamination is important not only for performance of the product but also the appearance of the wall one treated. Firstly wash the masonry down with a pressure washer, hose-pipe or a stiff brush and hot water. Once this has been done, apply a fungicidal cleaner such as Emperor Masonry Cleaner to the wall where there are problems with organic growth. Apply the cleaner to the wall using a brush, roller or pump-sprayer and allow this to dry for 2-3 hours at 20°C. Once the cleaner has had 2-3 hours on the masonry, simply **wash the residue off the wall.**



2.

REPAIRING

Repairing the masonry wall is just as important when applying Emperor Masonry Creme as it is when applying a paint. This is because any defects in the wall will allow moisture to enter the masonry, impacting the performance. **Check the surface is sound** and make any repairs to the masonry, such as cracks, spalling and holes. A masonry repair filler will be effective at filling any cracks on the masonry, but ensure you make any repairs as discrete as possible for the best finish. Finally, ensure you remove any previous paint from the surface as the product is for **bare masonry.**



3.

APPLYING CREME

Applying Emperor Masonry Creme is different to a paint. This treatment is applied much in the same way as a **moisturiser**, which will naturally absorb into the masonry. The best way to apply the product is using a masonry brush or a long-pile roller. Simply apply one-coat of Emperor Masonry Creme at 3-5m² per litre by simply laying the product on to the surface of the masonry. You want to cover the masonry fully so only a small amount of the brickwork can be seen through the coating. It can take 1-2 hours depending on temperatures for the product to **fully soak into the masonry.**

Keep Your Home Warm

INSULATING PROPERTIES

Here at Emperor Paint we not just developed our highly advanced nano-technology in order to offer long-term performance. At the core of what we do is provide an easy and effective solution to unnecessary heat loss in homes.

Damp content of just 5% can lower the insulating performance of a material by up to 50%. Furthermore, **35% of heat loss in properties occurs through the exterior walls** alone.

By preventing water absorption and ensuring breathability is maintained, Emperor Masonry Paint and Emperor Masonry Creme have been shown to improve the thermal performance of properties.

In independent testing, Emperor Masonry Paint and Emperor Masonry Creme were found to keep a masonry wall **up to 6°C warmer on average** when compared to an untreated masonry wall. The results meant that both products passed the following Quality Standard;



EAD 040083-00-0404 – External thermal insulation composite





White



WOOD



ood

Emperor Exterior Wood Waterproofer

Offers invisible protection to any bare, untreated outdoor timber such as fencing, furniture and cladding. It contains our highly advanced Emperor nano-technology in order to prevent wood becoming saturated with moisture, protecting the natural beauty of the timber from weathering.

KEY FEATURES:

- For use on any exterior timber surface
- Offers invisible protection
- Chemically bonds to the timber
- Discourages moss, algae and lichens
- Extends the lifespan of the wood
- Comes with a 10 year guarantee



Water
Repellent



Highly
Breathable



Self-
Cleaning



25 Year
Performance



Suitable for
Bare, exterior wood

m²

Coverage
5m² per litre



Drying time
1-2 hours



Finish
Invisible

COATS

Coats
One

SIZE

Pack sizes
5L & 10L





How to apply Wood Waterproofer

Applying just one-coat of Emperor Wood Waterproofer to bare, untreated exterior wood keeps it looking clean and pristine, no matter the weather.



1.

CLEANING

As with any decorating project, cleaning timber before applying a treatment is crucial. Start by washing the timber with a pressure washer, hose-pipe or a stiff brush and hot water. If using a pressure washer, ensure you use the lowest pressure to avoid damaging the wood. Apply a fungicidal cleaner such as **Emperor Exterior Masonry Cleaner** to areas where organic growth such as moss, lichens and mildew have developed. Apply the cleaner using a brush, roller or pump-sprayer and allow this to dry for 2-3 hours at 20°C. Once the cleaner has had 2-3 hours on the surface simply wash this off using water, to remove any residue.



2.

PREPARATION

As Emperor Wood Waterproofer is an invisible treatment, preparing the wood as best as possible is crucial to ensure you are maintaining the natural beauty of the wood while its looking its best. Lightly sand down any areas of the timber to remove any deep-ingrained dirt and discolouration that cleaning alone couldn't remove. **Check the surface is sound** and remove any timber that is rotting. These areas along with cracks or holes can all be repaired at this point. It is also important to remove any previous paint, stain or oil that will prevent the product soaking into the wood.



3.

APPLICATION

Applying Emperor Wood Waterproofer is extremely easy to apply and can be done by anyone. The treatment comes in a thin, liquid form meaning it can be brushed, roller or sprayed onto timber. Simply apply one-coat of Emperor Wood Waterproofer at 5m² per litre. You will be able to see where you have applied the treatment as the wood will darken where it has soaked up the product. It can take 1-2 hours depending on temperatures for the product to fully soak into the timber. Once dry, the timber will appear completely bare and natural, but will **repel any rainfall** from the surface.



Accessories

In the Emperor Paint range we offer a number of accessories to assist in preparing surfaces and ensuring the best possible performance of our products.

Emperor Exterior Masonry Cleaner

A fungicidal cleaner that is designed for use on masonry and wood. When applied it kills any fungal growth and actively prevents it from re-developing, so surfaces do not suffer from moss, lichens algae or mildew. This ensures the best possible performance of all Emperor Paint products, so that fungus does not bloom once they are applied.

KEY FEATURES:

- For use on all exterior surfaces
- Kills fungal growth
- Helps remove staining
- Helps protect the surface from re-growth
- Easy application



Kills
Fungus



Ensures Best
Performance



Removes
Stains



Suitable for

All exterior surfaces



Coverage

4-6m² per litre



Drying time

2-3 hours



Application

Brush, roller or spray



Coats

One



Pack sizes

5L

FAQ'S

Q. Do I need to use cleaner on new surfaces?

If the surface is under 12 months old and shows no signs of organic growth in any way, you do not need to apply cleaner.

Q. Is the product harmful to the environment?

The product is water-based and non-toxic, but not for use in aquatic environments.

DON'T FORGET TO PRIME

If the surface you are painting has not been painted before and is not a pre-coloured silicone render, you **must use a primer**. You don't need to use a primer if painting a previously painted surface or when using Emperor Masonry Creme.

Emperor Exterior Masonry Primer

Designed for use on bare, unpainted masonry surfaces including render, brick, stone and concrete. It both aids the adhesion of masonry paint and prevents the first coat from soaking into the porous surface. The Primer must be used on bare, unpainted surfaces if applying Emperor Masonry Paint. Do not apply if using Emperor Masonry Creme.

KEY FEATURES:

- For use on all bare mineral surfaces
- Aids adhesion
- Prevents wastage from absorption
- Contains advanced nano-technology
- Easy application

Water
RepellentHighly
BreathableSelf-
CleaningEnsures Best
Performance

Suitable for
Bare exterior walls



Coverage
5-8m² per litre



Recoat time
3-5 hours



Finish
Invisible



Coats
One



Pack sizes
5L & 10L

FAQ'S

Q. What would happen if I didn't use primer on a bare surface?

You would run the risk of the paint not adhering to the wall in some cases, in other cases highly porous surfaces could absorb the first coat of paint, leaving a poor finish.

Q. Can I use any masonry primer?

No, Emperor Exterior Masonry Primer is fully compatible with Emperor Masonry Paint and contains our nano-technology, ensuring high breathability.

Emperor Exterior Textured Basecoat

A unique textured basecoat for creating a wide range of textured finishes on exterior walls. Emperor Textured Basecoat is ideal for covering cracks and other imperfections, marrying new and existing surfaces for a seamless finish.

KEY FEATURES:

- Ideal for covering imperfections
- Quick and easy to apply
- A cheaper alternative to rendering
- Saves time and prevents hassle
- Contains our nano-technology
- Designed for long-term durability



Easy Application



Highly Breathable



Protective Shield



Actively Binds



Suitable for
Masonry



Coverage
350-500g per m²



Recoat time
24 hours



Finish
Textured



Coats
One



Pack sizes
8kg





Before



After



We're here to help

Our technical team are always on hand to answer any questions you may have regarding everything from technical data on Emperor Paint products to how best to carry out your project. Please get in touch with us by emailing us, calling us or sending us a message on social media.