

Tested.
Certified.
Guaranteed.



Setting the standard

Trust and transparency are at the core of who we are at Emperor Paint.

There are a number of misconceptions amongst homeowners when it comes to breathability, weather protection and the performance of exterior paints and treatments.

We believe in openly disclosing the true performance of our paint or the results of testing in order to provide homeowners with definitive, objective information so they can make an informed decision on what course of action is best for their home.

That is why our products have been tested and certified by numerous independent bodies and all results have been disclosed in full - so people know exactly what they are buying into when they choose Emperor Paint.

We will also continue to campaign for higher levels of transparency and encourage positive change for the future across the industry.



96.3%

Reduction in water absorption on treated surfaces

25 years

Proven performance in even harsh weather conditions

6°C warmer

Treated surfaces on average compared untreated

SD values below 0.03

Making Emperor Paint products highly breathable

Tested

By a world-leading UKAS accredited laboratory

Approved

On the LBC Red List, ensuring there's nothing nasty in our paint

The latest innovation

Offering the latest, technologically advanced exterior paints is at the core of what we do. This commitment to consistent innovation has now led to us being able to offer a formulation that is redefining what is possible and demonstrating that no longer is paint just for aesthetic purposes.

We have developed cutting-edge **nano-technology** that is contained in all of our products. This nano-technology lines the pores of surfaces and chemically bonds to the substrate itself. This means our products become part of the substrate, rather than simply creating a film on the surface like standard paints.

Unlike standard paints, our products create a **super hydrophobic** surface which causes rain to form beads that simply roll away before they can soak into the surface.

Crucially, while preventing water entering the surface, our nano-technology ensures that the breathability of the material is not negatively impacted in any way, maintaining full breathability.

This is essential not only for preventing the build-up of moisture but also for ensuring your home can breathe.



What this means



This combination of super hydrophobic properties and high breathability keeps buildings dry, which has a hugely positive impact on your home.

The vast majority of paint failure is due to moisture becoming trapped underneath the paint film, causing it to lift away from the material. By repelling water while allowing moisture to naturally escape the surface thanks to an **open-pore structure**, our products ensure water cannot cause paint failure.

This is also aided by the fact that our products chemically bond to substrates, forming an extremely strong bond, that will never peel, flake or blister.

Emperor super hydrophobic technology has a number other benefits which include:

- **Improved energy efficiency** – wet walls cause your home to lose heat more quickly. By keeping your walls dry, Emperor helps to reduce heat loss and make your home more energy efficient.
- **Self-cleaning** – dirt is washed away with rainfall and the growth of moss, algae and lichens is deterred.
- **Prevents penetrating damp** – by preventing water absorbing into your exterior walls, Emperor helps to protect your home from penetrating damp and the range of problems it causes.



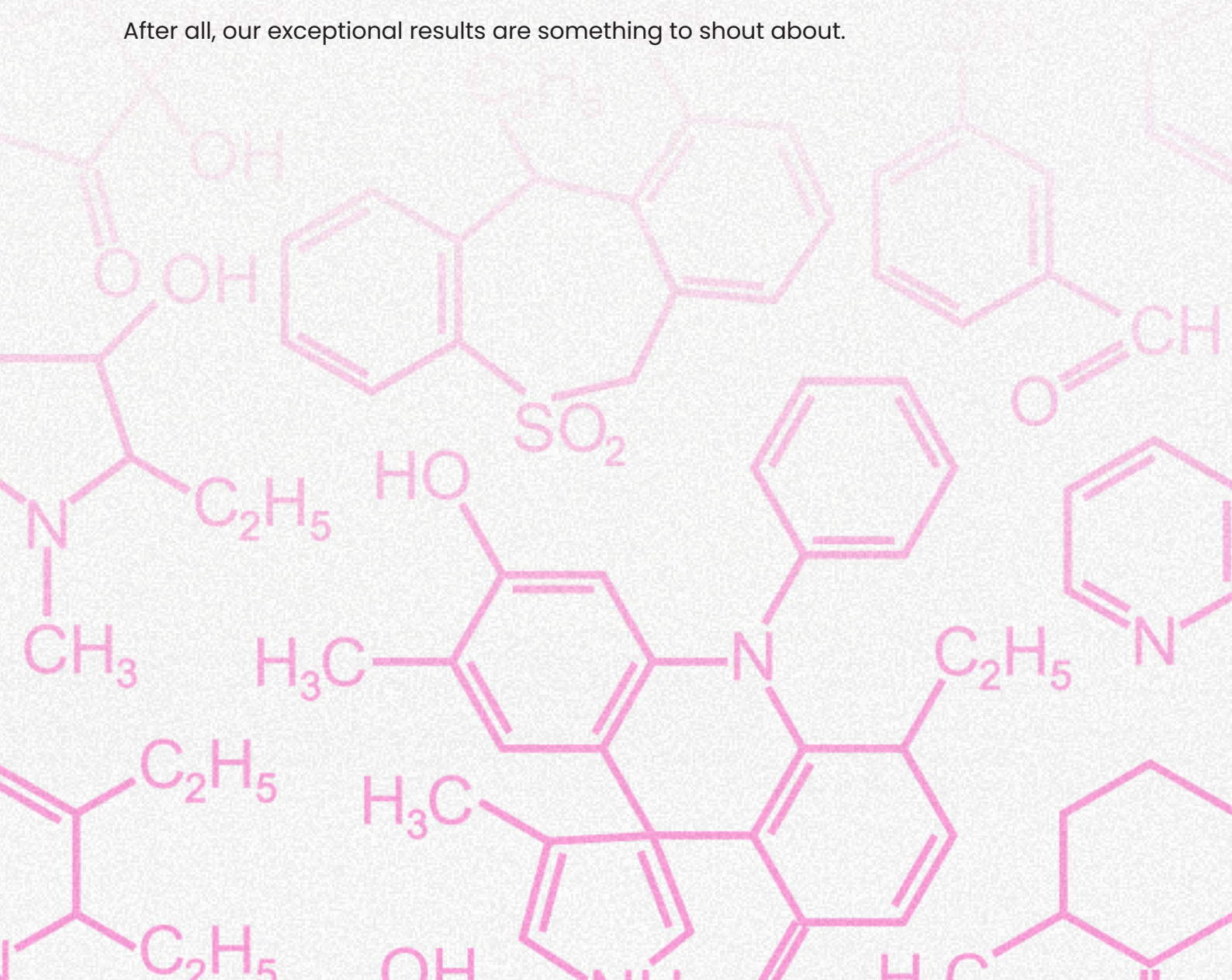
Independently tested & certified

Saying how good our products are is one thing, showing it is another.

We wanted to be able to demonstrate the superior performance, so we have had our products independently tested by numerous **world leading laboratories** and certification bodies.

Not only have they been independently tested and certified by numerous organisations, unlike many paint manufacturers, we disclose all results and information regarding our testing for 100% transparency.

After all, our exceptional results are something to shout about.



LET'S TALK FACTS

We believe that independent testing is crucial to ensure accountability in the paint industry.

UKAS accredited testing

UKAS is the National Accreditation Body for the United Kingdom which is appointed by government to accredit organisations that provide certification, testing, inspection and calibration services. UKAS accredited testing laboratories independently test products to internationally recognised standards for **transparent and impartial results**.

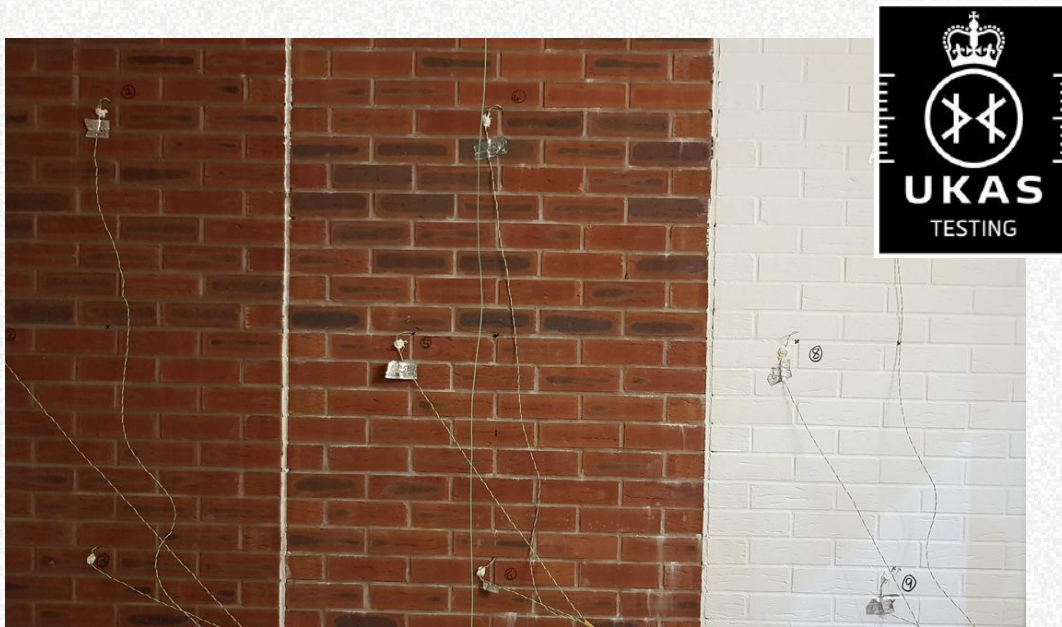
Our products have been rigorously tested by a UKAS accredited laboratory to test:

- The performance after 25 years of accelerated weathering
- The thermal insulating properties
- The breathability (water vapour diffusion)
- The super hydrophobic properties (water vapour resistance)

THE METHODOLOGY

A single skin brick wall was constructed and split into three parts; one part coated with Emperor Masonry Paint, one part coated with Emperor Masonry Creme and one part left untreated as a control wall.

The wall was placed within a hygrothermal chamber that allowed the laboratory to subject the wall to various weathering cycles to simulate naturally occurring conditions that would amount the equivalent of 25 years. As part of the process, temperature readings were taken before, during and after the accelerated weathering test and samples were taken to analyse the water vapour diffusion and the water vapour resistance.



The results

On conclusion of the testing procedure, both Emperor Masonry Paint and Emperor Masonry Creme successfully completed the testing and met all quality standards.

HIGHLY BREATHABLE ✓

BS EN ISO 7783:2011 - Water vapour diffusion

Both Emperor Masonry Paint and Emperor Masonry Creme were found to have no adverse impact the water vapour resistance (breathability) of the brick substrate. The uncoated brick had a mean SD value of 0.57, while the same brick substrate when coated with Emperor Masonry Paint has an SD value of 0.60 and the sample coated in and Emperor Masonry Creme had an SD value of 0.56. The test found that the products '**had little effect on the breathability of the brick substrate**'.

HIGHLY WATER REPELLENT ✓

BS EN ISO 12572 - Water vapour resistance

Bricks that were coated in our products were found to repel water and reduce absorption. Analysis of moisture content found that the uncoated bricks showed an increase in moisture by 11.12%. In contrast, the bricks coated in Emperor Masonry Paint only showed an increase of 0.74% and while Emperor Masonry Creme showed an increase of 0.41%. This means that **water absorption was reduced by up to 96.3%**.

HEAT RETAINING ✓

EAD 040083-00-0404 - External thermal insulation composite

Bricks coated with our products were found to be more energy efficient than uncoated bricks. The test found that the uncoated bricks were on average **6°C colder** when compared to the Emperor coated bricks. This is because the Emperor Masonry Paint and Emperor Masonry Creme kept the bricks dry which reduced thermal bridging and resulted in a warmer wall.

25 YEAR PERFORMANCE ✓

EAD 090062-00-0404 - 25 year hygrothermal performance

On completion of the weathering test, the bricks that were coated with Emperor Masonry Paint and Emperor Masonry Creme showed no deterioration either in performance or aesthetic appearance. This meant there was no evidence of cracking, delamination or irreversible deformation and the bricks showed no evidence of water penetration. This resulted in the products **demonstrating a 25 year performance** and passing the EAD 090062-00-0404 quality standard.

Proud to declare

We are proud to declare **every ingredient** we use in our paint.

There is little to prevent paint brands making 'eco' and 'green' claims about their paint. With transparency at the core of what we do, we ensure that everyone can see exactly what goes into our paint.

That is why we are the first UK paint brand to join the Declare program. There is much more we can do, but Declare is a key step in our journey to positively contribute towards sustainability within the paint industry.

What is Declare? It's an ingredients label for building products paired with an online database of healthy materials for building projects.

It demonstrates market leadership in the growing movement towards product transparency and sustainable manufacturing.

The Declare independent review process found that our paint is **LBC Red List Approved** and has been shown to meet the requirements of the Living Building Challenge Red List.

LBC Red List Approved products meet the written requirements of the Living Building Challenge Red List Imperative where a minimum of 99% of product ingredients are disclosed in full.

Being LBC Red List Approved and part of the Declare program is something we are extremely proud of here at Emperor Paint.

We believe this should be a standard for paint manufacturers as the industry owes this to homeowners to ensure full transparency.

After all, you deserve to know **exactly** what is in the paint you are buying, so you know it does not contain anything it shouldn't.



Emperor Masonry Paint
Beco Treat Systems ApS

Final Assembly: Achim, Germany
Life Expectancy: 30 (with 1 reapplication) Year(s)
End of Life Options: Recyclable (50%), Landfill (50%)

Ingredients:

silicon dioxide; Water; Titania; 2-Propanoic acid, butyl ester, polymer with diethenylbenzene and ethenylbenzene; Butyl Dipropylene Glycol; Silicone; Silicone Fluid; Undisclosed (0.5%)¹

¹LBC Temp Exception RL-004b - Proprietary Ingredients in Declare

Living Building Challenge Criteria: Compliant

I-13 Red List:

<input type="checkbox"/> LBC Red List Free	% Disclosed: 99.5% at 100ppm
<input checked="" type="checkbox"/> LBC Red List Approved	VOC Content: 0 g/L
<input type="checkbox"/> Declared	

I-10 Interior Performance: Not Applicable
I-14 Responsible Sourcing: Not Applicable

BEC-0001
EXP. 01 JAN 2025
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MANUFACTURER RESPONSIBLE FOR LABEL ACCURACY
INTERNATIONAL LIVING FUTURE INSTITUTE™ living-future.org/declare

EMPERORPAINT.CO.UK



Emperor[®]
PAINT



Declare.



Guaranteed

Our unrivalled dedication to offering the very best in exterior paints and treatments is part of our culture and built into our ethos. The various in-depth independent testing and certification processes conducted have demonstrated the **unrivalled performance** of our paint.

Our products aren't like others. They chemically bond to the substrate and also prevent a build-up of moisture which leads to failure, thanks to both our super hydrophobic and highly breathable formulation. All of this combines to create extreme durability in any weather conditions.

From the independent UKAS accredited testing conducted, our masonry products were found have no change in performance or appearance after 25 years of harsh weathering. Due to this, we have complete confidence that they will actually far exceed this 25 year proven performance, which is why we offer a **lifetime guarantee** on Emperor Masonry Paint and Emperor Masonry Creme.

Our promise is simple. When applied correctly, Emperor Masonry Paint and Emperor Masonry Creme will **never peel or flake**.

We ensure that both Emperor Masonry Paint and Emperor Masonry Creme will never peel, flake or blister from the surface when applied correctly, as per our manufacturer instructions and datasheets. If you experience any issues, we will provide a replacement of the goods to remedy the area where the product has failed free of charge. It is as simple as that.

All customers who purchase either Emperor Masonry Paint or Emperor Masonry Creme qualify for the lifetime guarantee. Registration is not required.

If you do experience problems with peeling or flaking, simply contact us and provide us a copy of your original invoice and photo or video evidence of the failure, so that our technical team can identify how the failure may have been caused and provide full assistance on how to best address the problem.



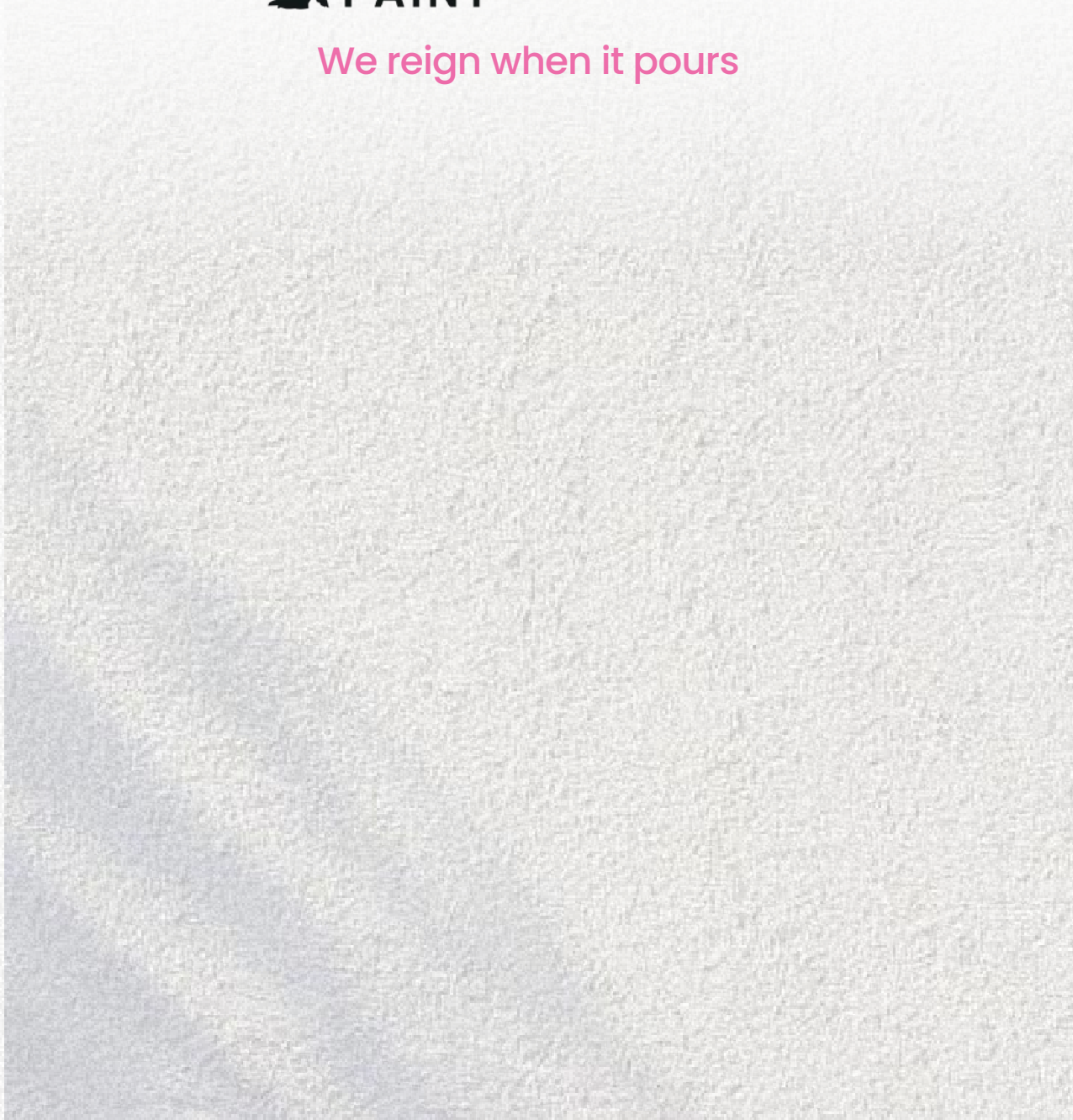
"The best masonry paint I've used
in the 17 years I've been painting."

ASH





We reign when it pours



The Emperor Paint product range represents the next generation in exterior paints and treatments. Tested & certified by the world's leading scientists.

View the range by visiting www.emperorpaint.co.uk



All information accurate as of January 2024. Emperor Paint.