

IMAGE: MARK LEAH



# Project Planner and Checklist

GETTING STARTED WITH YOUR PROJECT

# Glossary

When it comes to paint and exterior decorating, there are often some unnecessarily confusing terms. Here is a list of some of the terms you will commonly hear and exactly what they mean, so you can focus on the task at hand.

## Breathability

Refers to how much water vapour can pass through a material. High breathability ensures water vapour can freely breathe through the surface, keeping it dry and preventing a build-up of moisture.

## Coverage

Refers to the amount of paint that will cover a specific area, usually measured in meters squared (m<sup>2</sup>) per litre. This is also the thickness in which the paint is designed to be applied.

## Cutting In

The process of painting the edges of walls and around exterior trim using a brush. This is done before using a roller across the rest of the wall.

## Durability

The ability a paint has to withstand damage from weathering or wear and tear without peeling or flaking.

## Dilute

The act of adding water to paint to make application easier. The amount you can dilute will depend on the paint you are using and whether you are applying the first or second coat of paint.

## Firm-edge

When peeling paint is removed a firm edge is the point in which the edge of the paint is sound and fully adhered to the wall. A firm edge is achieved when no more paint can be easily removed.

## Long-pile

A long-pile is a type of roller sleeve that has long fibres, designed for use on semi-smooth and rough textures, ensuring you can paint the surface easily and effectively.

## Opacity

The ability of paint to create a solid block of colour without being patchy. This is often confused with coverage.

## Super hydrophobic

A material that is highly water repellent that causes water to form spherical beads of water on the surface that simply roll away without soaking into the material.

## Touch dry

The time before a paint becomes dry to the touch and will not wash away with rainfall. This does not mean that the paint film is completely dry, as the inside of the paint film will still be drying.

## Water-based

Water-based paints are paints that use water as the solvent that evaporates and causes the paint to dry. Water-based paints can be diluted with water and tools can be cleaned using water.

# Your equipment checklist

Ensuring you have the right tools for the job is the first port of call for your project. We recommend using high-quality decorating tools and supplies as this not only makes the job easier but also means you can re-use them time and time again.

## ESSENTIALS

- Emperor Masonry Paint
- Emperor Exterior Cleaner
- Emperor Exterior Primer (if required)
- Emperor Textured Basecoat (if required)
- Masonry brush
- Paint scuttle
- Stiff brush
- Dustsheets
- Exterior masking tape
- Paint stirrer or paint paddle

## REPAIRS

- Paint scraper or wire brush
- Filling knife
- Good-quality exterior masonry filler
- 180-grit sandpaper

## YOU MAY NEED

- Extension pole
- Ladders
- Window protection film
- Emperor Textured Roller (when using Emperor Textured Basecoat)

**Tip:** Large rollers can be heavy and difficult to use which is why we recommend a 9" roller.



IMAGE: BELLA KENNETT

# How much paint you will need

Estimating how much to paint you will need before a project can be straightforward once you know all of the important bits. There are a number of things to consider, including how many coats are required, the coverage and the surface you are decorating. Here's a handy guide which breaks down everything you need to know, so you can accurately calculate how much you will need of your chosen project.

## 1. MEASURE

The first job is to grab a tape measure and work out the height and width of the wall(s) you are painting. Make sure your measurements are in metres, as this will make things easier later.

When you have both measurements, you multiply these together to get a **metres squared (m<sup>2</sup>)** total for the wall.

Simply repeat this for each wall you are painting and add these together for a total measurement of the property. Remember to subtract roughly 1m<sup>2</sup> for any doors and windows from your total square metres for the property.

## 2. TEXTURE

When estimating how much paint you will need, you must consider the texture you are painting. Coverage rates are generally based off smooth surfaces, so the heavier the texture of the wall, the lower the coverage rate you can expect. As a guide, **heavy textures such as pebbledash will reduce the coverage rate by half** compared to smooth renders.

## 3. ESTIMATE

Once you have the total m<sup>2</sup> for the project, divide the number by the coverage rate per litre. This will tell you how many litres of paint you will need. Emperor Masonry Paint has a coverage rate of **5-6m<sup>2</sup> per litre** on smooth surfaces, or 2.5-3m<sup>2</sup> per litre on rough surfaces. Once you have how many litre you will need, ensure you double this to include two-coats of paint, as required.

As an example, if you are painting 100m<sup>2</sup> of smooth render, you will need roughly 40L of Emperor Masonry Paint for two-coats.



**Need a quick guide?** Here is our handy estimator of each product you may need for your project and how far they cover.

Product	Size	Total coverage
Emperor Masonry Paint	Sample pot	0.5m <sup>2</sup> for two-coats
Emperor Masonry Paint	5L	12-15m <sup>2</sup> for two-coats
Emperor Masonry Paint	10L	25-30m <sup>2</sup> for two-coats

*Based on a smooth texture. The heavier the texture, the lower the coverage.*

Emperor Exterior Primer	5L	25-40m <sup>2</sup> for one-coat
Emperor Exterior Primer	10L	50-80m <sup>2</sup> for one-coat

*Depending on the level of porosity of the surface. The higher the porosity, the lower the coverage.*

Emperor Exterior Cleaner	5L	25m <sup>2</sup>
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Emperor Textured Basecoat	Sample pot	1m <sup>2</sup> for one-coat
Emperor Textured Basecoat	8kg	16m <sup>2</sup> for one-coat

*Based on a smooth texture. The heavier the texture, the lower the coverage.*



**Order your colour chart**

Featuring all 18 shades in our standard colour range, our colour charts are the ideal way to find the perfect colour for your project. Scan the QR code to order your's today.



# Painting masonry step-by-step

Before you start your project there are a few things to bear in mind to ensure you get the best possible results.

- Make sure that the temperature is **above 5°C** when you are painting and for the full drying time. If the temperature is below 5°C, the paint will not dry until the temperature rises above 5°C.
- Whenever you apply paint externally, ensure there is no risk of rainfall. We generally recommend choosing a full dry day. If there is a sudden shower, providing the paint is touch dry (after 1-2 hours) it should not be impacted.
- It is recommended to **avoid painting in direct sunlight** as this can impact how paint dries. This is particularly important when temperatures are above 20°C.
- The 'drying time' is the time it takes for paint to be touch dry. This is also the point in which paint is 'showerproof' and won't wash off with rain (usually 1-2 hours). The 'recoat time' is the time before you can apply your second coat (usually 6-8 hours).
- Ensure you wear safety equipment such as protective goggles and gloves. More information can be found via our datasheets.

## 1. CLEAN

Ensure the surface is cleaned and free from dirt, debris or contamination.

Cleaning is a **two step process**. Firstly, wash the masonry down with a pressure washer (on a low pressure), hosepipe or a stiff brush and hot water. This removes the surface level dirt from the wall. Once dry apply Emperor Masonry Cleaner to kill any 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.



**Tip:** Any surface older than 12 months must be cleaned, even if it looks clean.



## 2. REPAIR

The surface you are painting must be sound before you can paint it. If there are any cracks or holes in the wall, make sure you fill these with a good-quality exterior filler. If there is any peeling paint, remove this using a paint scraper back to a 'firm edge', where no more paint can be removed.

**Tip:** Basecoat is great for making any repairs to textured surfaces invisible once painted.

### 3. BASECOAT (Optional)

If you want to create a textured finish, apply Emperor Textured Basecoat. Choose from one of our three textured rollers to achieve either a light, medium or heavy textured finish. Thoroughly mix before use. Generously load your chosen textured roller with the basecoat and simply roll over the surface of the wall. You can expect to get a coverage of 350–500g per m<sup>2</sup>, which will depend on the level of texture. Once **allowed to dry for 24 hours** at 20°C, you can overcoat with paint.



**Tip:** Using high-quality decorating tools is key to easy application.



### 4. PRIME

**Bare masonry or render that isn't painted must be primed** before you paint. You do not need to prime surfaces that are painted or silicone renders that are pre-coloured. Apply Emperor Masonry Primer using a brush or roller at between 5–8m<sup>2</sup> per litre. Allow the primer to dry for 3–5 hours at 20°C, or longer at lower temperatures. If applying Emperor Textured Basecoat, you do not need to apply primer as this is self-priming.

### 5. PAINT

Mix the paint with a paddle before use. Emperor Masonry Paint is a two-coat paint which must be applied at 5–6m<sup>2</sup> per litre on smooth surfaces, or 2–3m<sup>2</sup> per litre on rough, textured surfaces such as pebbledash. You can **dilute your first coat of paint by 10% with water** but do not dilute your second coat. While touch dry after 1–2 hours, it is crucial to allow 8 hours at 20°C for the first coat to dry before you apply your second coat. Lower temperatures will extend drying times.

**Tip:** Drying times are always based off 20°C. The lower the temperature, the longer the drying time.



**Tip:** Use a masonry brush to infill any hard to reach nooks and crannies between the dash.

## PEBBLEDASH

When painting heavily textured surfaces such as pebbledash, we recommend always diluting your first coat with 10% water and using a long-pile or extra long-pile roller. Also **ensure you do not overapply** the paint on the wall, which can be easier to do on heavy textures. If you overapply the paint, you can run the risk of it 'crazing', leading to very small hairline cracks in the paint. Although not a performance issue, this can impact the finish you achieve.



IMAGE: MARY BEE

**Tip:** Avoid using lots of water to clean lime renders due to the high porosity.

## LIME RENDER

Applying a paint to a lime render requires careful consideration as any paint must be highly breathable, such as Emperor Masonry Paint, due to the high porosity of lime surfaces. When cleaning dirty lime renders, we recommend using a **steam cleaning system** as the lime render will absorb water and will take a long time to dry out.

## SILICONE RENDER

As a silicone-based masonry paint, Emperor Masonry Paint is **suitable for use on silicone renders** such as K-rend, unlike acrylic-based masonry paints. If the silicone render is pre-coloured, you do not need to apply primer to the render before painting. How can you tell if this is pre-coloured? The colour is integrated into the render itself, so by closely looking at the render you will be able to see if there is a paint film on the surface or whether the render itself is pre-coloured.

**Tip:** Any silicone renders that are not pre-coloured and haven't been painted before must be primed.





# Cleaning

We know that cleaning up can be one of the least enjoyable parts of decorating, but with a few simple steps it doesn't have to take long. Our Emperor Masonry Paint is water cleanable, so you can clean your tools with water.

1. Scrape off any excess paint from the brushes, rollers or tools using a filling knife or a painters tool back into the tub. This reduces the paint wasted during cleaning and helps make cleaning easier.
2. Add the tools to a bucket of warm soapy water and clean using a stiff brush.
3. Rinse well under the tap until the water runs clear.
4. Scrape any excess water out of any roller sleeves and allow to dry in the sun until they can be stored away for using next time.

# Storage

Our products can be stored for up to 3 years if properly sealed and stored in dry, frost-free conditions, preferably at room temperature.

# Recycling

Our paint is delivered to your door using our specially designed boxes with moulded inserts to protect it during the journey.

All of the packaging we use is **100% recyclable**, biodegradable & compostable, so you can place this straight in your recycling bin. If you plan to return any paint, we recommend keeping this packaging as this will help protect your paint during the return journey and helps to reduce waste. Our colour charts and colour-cards are also made for recyclable materials, so you can recycle these or keep them for future projects.

**If disposing of paint, please refer to your local authority or recycling centre for more information.**

# Using your paint again

Finding another use for any leftover paint is a great way to reduce waste and make the most of your money.

If you decide to re-use your paint, or you have to do any touch-ups, ensure you thoroughly mix the paint with a paint paddle first before using it. This helps to ensure every ingredient is evenly dispersed throughout the paint.

Touching up areas that you may have scuffed can be done, but be aware that the paint may dry slightly differently to the rest of the area on occasion. This is because light may reflect off the newly painted surface differently to the rest of the wall.

# FAQ's

We have put together some of the most frequently asked questions our Technical Team receive to help to answer any questions you may have before you embark on your project.

## Can you paint over previously painted surfaces?

Yes, providing that the previous paint is sound, you can paint over previously painted surfaces. If there is any peeling or flaking paint, ensure you remove this first as the new paint will not be able to adhere to loose paint.

## Why is coverage rate important?

Coverage isn't just the amount of paint it takes for the colour to look uniform, it is the recommended thickness that paint should be applied at. Our paint is designed to be applied at a specific coverage rate (5-6m<sup>2</sup> per litre) for maximum performance.

## Will I need more than two-coats?

Our Emperor Masonry Paint is designed to be applied in two separate coats of paint, again for maximum performance. While you can apply more than two coats, this is not necessary as you will achieve a beautiful finish after two coats.

## What surfaces need to be primed?

Any surface that is bare and hasn't been painted before needs to be primed (excluding pre-coloured silicone renders). If you have some areas that are painted and some that aren't, simply apply the primer to the areas that aren't painted.

## Can I use any primer?

No, our Emperor Exterior Primer is specifically designed for use with Emperor Masonry Paint. If you used another primer, this may not be compatible and could lead to paint failure. Furthermore, our primer is highly breathable like our paint, unlike some primers.

## How long must surfaces be left to dry before painting?

In order to paint, you must ensure surfaces are touch dry with no visible moisture on the surface. If you are painting a new render or fresh pointing, this can take between 2-4 weeks to fully dry, depending on the surface and temperatures.

## What should I do if my wall has flaky paint?

It is crucial to ensure you have removed all loose and flaky paint from the surface before painting. If the paint has been removed completely back to bare, unpainted masonry, ensure you apply our primer to the bare areas.

## Can I spray Emperor Masonry Paint?

Yes, you can spray our paint. You must use an airless spray machine that can achieve 2000 PSI and use a 517 or 519 spray tip. We also recommend completing relevant safety training before using a spray machine and that you follow safety guidelines.



## 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.

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