



BRIGHTER FUTURES >

QUICK DRY TRIM RANGE

INCREASED  
PRODUCTIVITY  
THROUGH  
INNOVATIVE  
TECHNOLOGY



# THE FUTURE OF OUR INDUSTRY IS WATER-BASED

Time is one of the most valuable commodities in our industry. As a result, in recent years, the trade market has seen a considerable uptake of water-based products, delivering quicker drying times, speeding up efficiency on site, and ultimately saving on labour costs.

Until recently in the trim market, water-based products have provided the productivity that delivers this efficiency but have often resulted in a compromise on top coat finish, with lower sheen levels and a higher likelihood of brush marks.

Quick Dry is the new water-based trim paints range from **Dulux Trade** that challenges this set-up. For the first time, you are now able to achieve faster, more productive working while creating a finish that mimics the high sheen and flowout properties of traditional solvent-based products. As a result, neither you nor your customer will have to compromise on the finished result.

Specifiers, architects, contractors and decorators recognise that switching to water-based products enhances productivity, but there are now many other reasons to switch from solvent-based.

For your applier, the lower VOC formulation delivers minimal odour, enhancing the working environment, while maintaining similar application properties to a solvent-based product.

For your customers, they can obviously occupy the site on the same day as application, but due to the durable properties of the product, they can feel comfortable knowing the beautiful finish will last.

It has never been so easy to switch to water-based.

## THE BEST OF BOTH WORLDS

Our new Quick Dry range offers the best features of both solvent and water-based trim finishes.



# TWO COATS IN A DAY: COMPLETE THE JOB IN HALF THE TIME, INCREASE EFFICIENCY ON SITE

The enhanced drying properties of our new Quick Dry range mean you can coat twice as much wood or metal in a day than with an equivalent solvent-based product.\*

The reduced drying time means jobs take half the time to complete\*, avoiding disruption on site and reducing labour costs.

## Benefits to your business:

Where time is crucial on a job or site, these Quick Dry products provide higher efficiency, allowing you to achieve the beautifully smooth finish considerably quicker than solvent-based, in the time a solvent-based system can finish five doors, Quick Dry can do ten.

- Site can be occupied within hours of the last coat without fear of damage from customer or other trades on site
- Threat of litigation from wet paint damages is dramatically reduced as the finish is touch dry within 2 hours
- Lower temperature application means maintenance can be done all year round, making them more manageable



“We can hand the keys out to our guests with the confidence that they’re not going to get covered in paint, nor are we going to get the issues around the odour associated with fresh paint.”

**Tommy Todd**  
Accommodation Manager,  
Butlins, Minehead

## SPRAYING CAN MAKE IT EVEN QUICKER

For speed, all products can be sprayed, cutting application time by up to 80% versus brush or roller application.

### BRUSH/ROLLER



### SPRAY



For information on thinning rates when spraying, please consult the technical data sheet.

\*Versus **Dulux Trade** High Gloss

# QUICK DRYING PLUS AN EXTENDED OPEN TIME FOR A BEAUTIFULLY SMOOTH FINISH

New **Dulux Trade** Quick Dry Undercoat, Gloss and Satinwood have twice the open time of traditional acrylic water-based products, resulting in considerably better flow out and a lower risk of brush marks. Therefore, you can achieve the speed and productivity of water-based, with the beautifully smooth finish of solvent-based products.

## A TOP COAT FINISH YOU'LL BE PROUD TO SHOW CUSTOMERS

Customers expect a perfectly smooth finish on all trim jobs. Yet historically, while acrylic water-based products have been quick drying, they usually have a shorter open time and wet edge. As a result, paint is unable to flow out completely, potentially leaving brush marks on the top coat.

With the new Quick Dry trim products, open time is double that of traditional acrylic water-based products, without compromising on re-coat times, making for easier application with a longer wet edge and considerably better flow out to achieve a perfect finish.

### Benefits to your business:

- Easy application for applicators thanks to longer open time and wet edge
- Can be achieved in half the time of traditional solvent-based products
- Complete customer satisfaction in a smooth finish

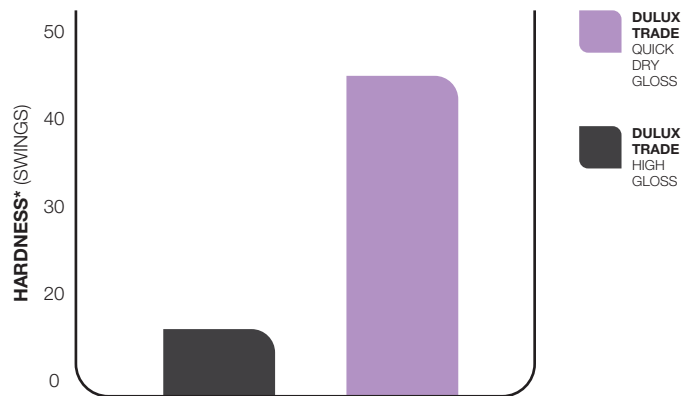


## LONGER LASTING FINISH FOR LOWER COSTS AND EXTENDED MAINTENANCE CYCLES

Thanks to the advanced technology in the new **Dulux Trade Quick Dry** range, these products are now more durable and flexible than our standard **Dulux Trade High Gloss**, meaning the beautiful finish you apply will last longer, ensuring continued customer satisfaction.

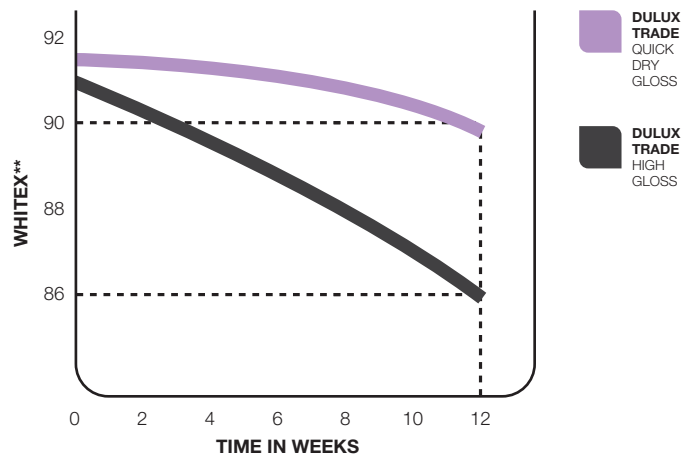
### Benefits to your business:

- Your finish will last for longer, ensuring sustained customer satisfaction
- Maintenance cycles will be extended with less paint required in the long run, resulting in lower costs
- Perfect for hotels or shopping centres that experience high traffic but require quick turnarounds to ensure no disruption to trade



## LONGER LASTING WHITENESS MEANS YOU ARE ABLE TO GET THE JOB RIGHT FIRST TIME

Technological advances in the **Dulux Trade Quick Dry** range mean the level of discolouration in the top coat finish will be lower than with solvent-based paints. Therefore, it will stay whiter for longer, so you won't fear being called back on site within a matter of weeks.



## A SAFER, MORE PLEASANT WORKING ENVIRONMENT WITH MINIMAL DISRUPTION ON SITE

Unlike their solvent-based equivalents, all new **Dulux Trade Quick Dry** products are formulated to have minimal odour, which means:

- No breathing apparatus or additional safety precautions required
- An improved working environment due to lack of smell, considerably reducing the likelihood for headaches and nausea versus solvent-based
- No need to leave doors and windows open overnight, minimising disruption on sites where access is required immediately after project completion



\*Hardness determined by 2012 pendulum test, where the higher the number, the harder the film.

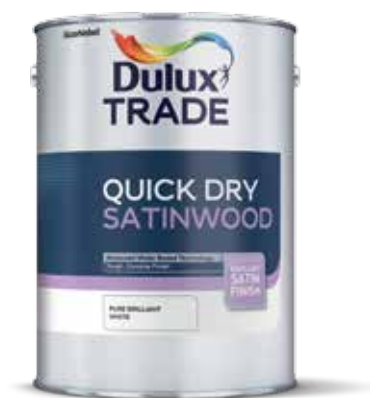
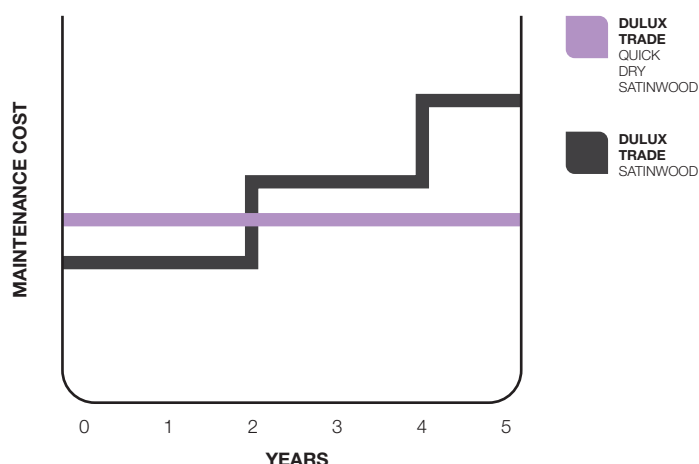
\*\*Whitex is a measure of the whiteness of a coating on a scale of 1 to 100, 100 being the whitest.

# QUICK DRY SATINWOOD

**Dulux Trade** Quick Dry Satinwood combines a fashionable mid sheen finish with high durability and flexibility to extend maintenance cycles.

Given its self undercoating capabilities, the beautiful mid sheen finish of the Quick Dry Satinwood can be achieved on all interior wood and metal.

- Fashionable mid sheen alternative to gloss
- Suitable for all interior wood and metal
- Self undercoating
- Highly durable and flexible with excellent adhesion – suitable for high traffic areas
- Looks good for longer to extend maintenance cycles



## Sheen Level

Fashionable satinwood sheen (30GU/60°)

## Areas of use

All interior wood and metal

## Dry Time

5-6 hours recoat

## Coats Required

3 coats self undercoating

## Coverage

12m<sup>2</sup>/L

## Colour Range

PBW + 12,000 colours\*

## Application

Can be applied by brush\*\*, spray or roller

## Sustainability Credentials

Medium VOCs, 92g/L

\*From September 2014.

\*\*We recommend a synthetic bristled brush





# QUICK DRY UNDERCOAT AND GLOSS SYSTEM

With excellent undercoat adhesion and a long top coat open time, the Quick Dry Undercoat and Gloss system is made to help professionals create a superbly smooth finish faster.

As the perfect primer-undercoat for **Dulux Trade** Quick Dry Gloss, Quick Dry Undercoat offers strong adhesion combined with exceptional flow.

Only one coat is required on new and old substrates prior to glossing and Quick Dry Undercoat can be used as a primer undercoat for both solvent and water-based finishes.

**Dulux Trade** Quick Dry Gloss has an innovative alkyd hybrid formulation. When combined with Quick Dry Undercoat, it provides the same productivity benefits as a water-based system with a comparable high gloss finish and durability of a traditional solvent-based product.

## Benefits of using the Quick Dry System:

- Ensures best possible flow out of top coat
- Enhanced sheen level of top coat
- Increased overall durability due to more flexible undercoat



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## Sheen Level

Flat finish (20GU/60°)

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## Areas of use

All interior wood and metal, including previously solvent-based areas

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## Dry Time

4-5 hours recoat

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## Coats Required

1 coat on both new and existing wood or metal

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## Coverage

10m<sup>2</sup>/L

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## Colour Range

White

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## Application

Can be applied by brush\*\*, spray or roller

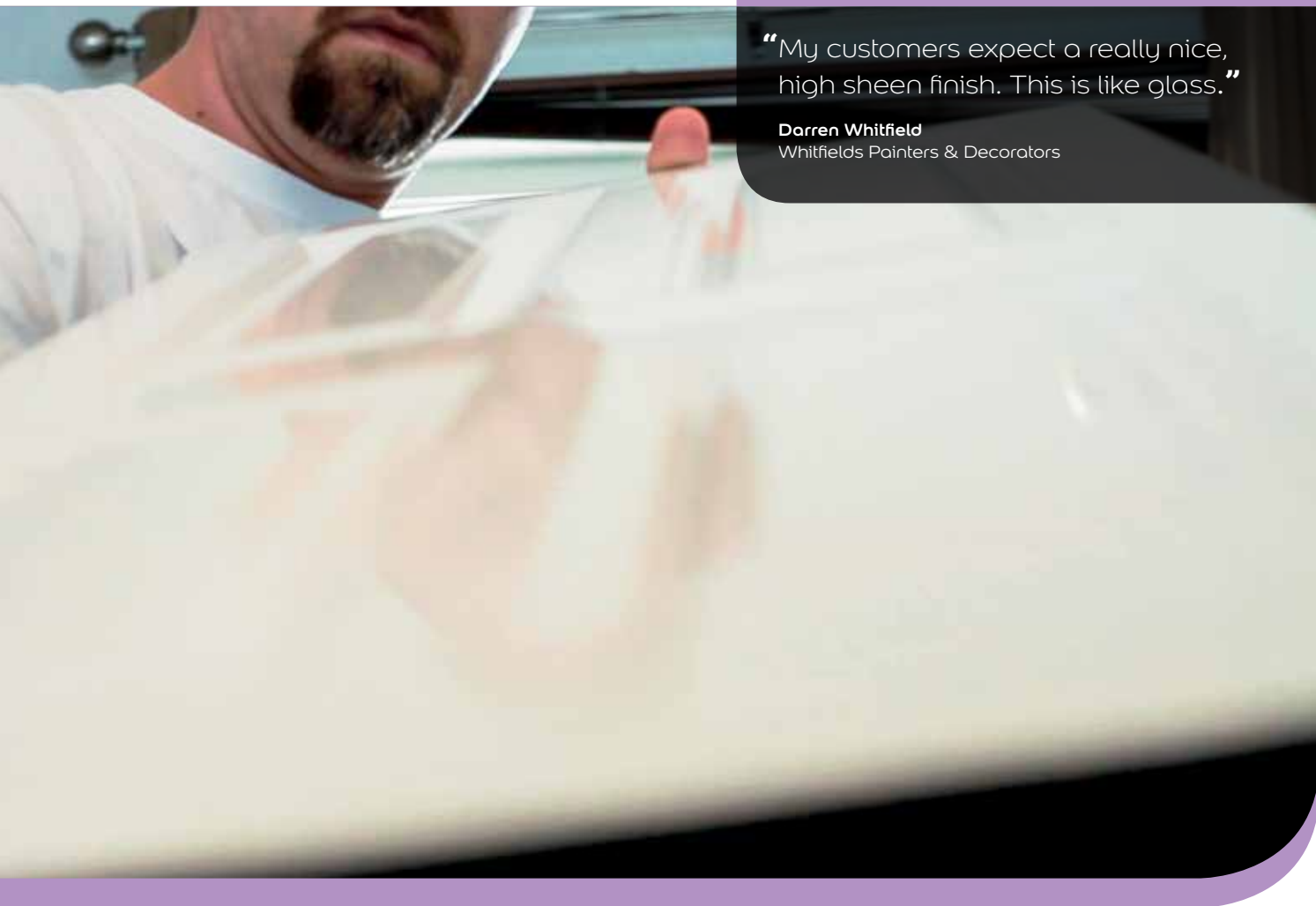
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## Sustainability Credentials

Medium VOCs, 90g/L

\*\*We recommend a synthetic bristled brush





“My customers expect a really nice, high sheen finish. This is like glass.”

**Darren Whitfield**  
Whitfields Painters & Decorators



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**Sheen Level**

High gloss finish (85GU/60°)

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**Areas of use**

All interior wood and metal

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**Dry Time**

5-6 hours recoat

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**Coats Required**

2 coats on both new and existing wood or metal

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**Coverage**

12m<sup>2</sup>/L

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**Colour Range**

PBW + 12,000 colours\*

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**Application**

Can be applied by brush\*\*, spray or roller

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**Sustainability Credentials**

Low VOCs, 50g/L

\*From September 2014.

\*\*We recommend a synthetic bristled brush

# SUSTAINABLE SOLUTIONS WITHOUT COMPROMISING QUALITY

We are committed to creating products that lessen the impact of decorating on the environment, and equally to meet our customers' expectations in terms of finish quality.

The innovative technology of our new Quick Dry Undercoat, Gloss and Satinwood products deliver all the aesthetic benefits of a solvent-based trim product but in a water-based formulation with only 17% of the VOCs in Quick Dry Gloss vs **Dulux Trade** High Gloss. Therefore, you can achieve the finish you want, safe in the knowledge that you are helping to achieve your own sustainability ambitions.

Plus, giving greater durability than solvent-based equivalents, our Quick Drying products offer a longer lasting finish; extending maintenance cycles for improved sustainability.

## Benefits to your business:

- Lower VOCs reduce unpleasant odour and improves air quality
- Longer lasting finish - for extended maintenance cycles, reducing the impact of decoration



**AkzoNobel launched Planet Possible in October 2013: our renewed commitment to sustainability designed to drive innovation and promote radical efficiency, to inspire and equip employees, customers and suppliers to realise new possibilities.**

**It represents the next significant leap forward in the company's ongoing journey to connect value creation with resource efficiency.**

## QUICK DRY VS ECOSURE?



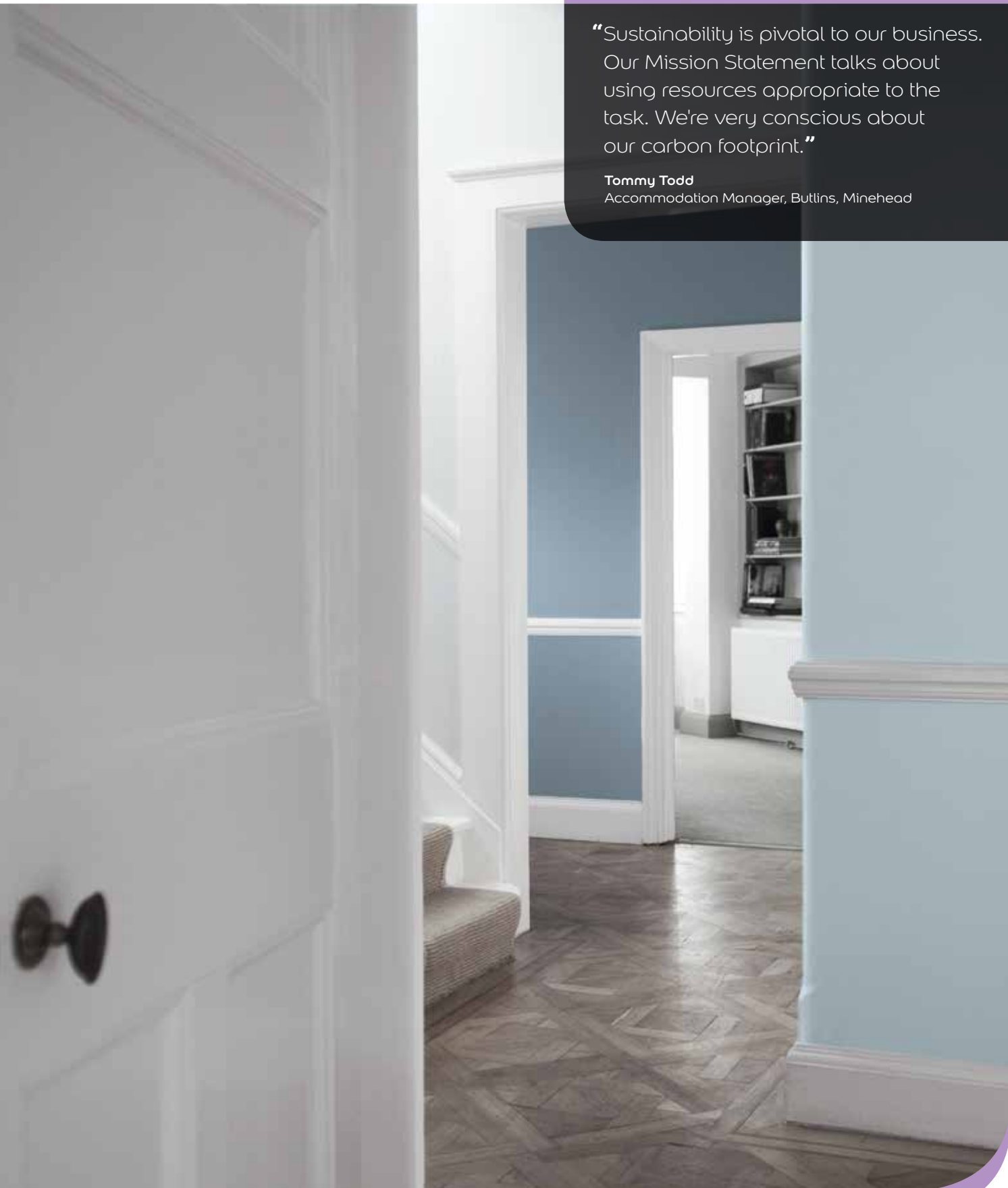
### Quick Dry Range

- Excellent flow, removing brush marks
- Higher sheen - 85GU/60°
- Superior durability - 42 Pendulum Hardness
- Coverage - 12m<sup>2</sup>/L



### Ecosure Range

- 100% non-yellowing
- Traditional water-based sheen - 72GU/60°
- Standard durability - 29 Pendulum Hardness
- Coverage 16m<sup>2</sup>/L



“Sustainability is pivotal to our business. Our Mission Statement talks about using resources appropriate to the task. We’re very conscious about our carbon footprint.”

**Tommy Todd**  
Accommodation Manager, Butlins, Minehead



SEE HOW MUCH OUR NEW QUICK DRY  
UNDERCOAT, GLOSS AND SATINWOOD  
CAN BOOST PRODUCTIVITY



Watch our new online video at [www.duluxtrade.co.uk/maketheswitch](http://www.duluxtrade.co.uk/maketheswitch)  
to see these Quick Dry products in action for yourself.

Share your water-based experience on twitter and facebook



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duluxtradeuk](https://youtube.com/duluxtradeuk)

## Contact Us

For product/Health and Safety data sheets please visit our website [www.duluxtrade.co.uk/maketheswitch](http://www.duluxtrade.co.uk/maketheswitch)

For more information or technical advice please contact **Dulux Trade** Technical Advice Centre on **0333 222 70 70**

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