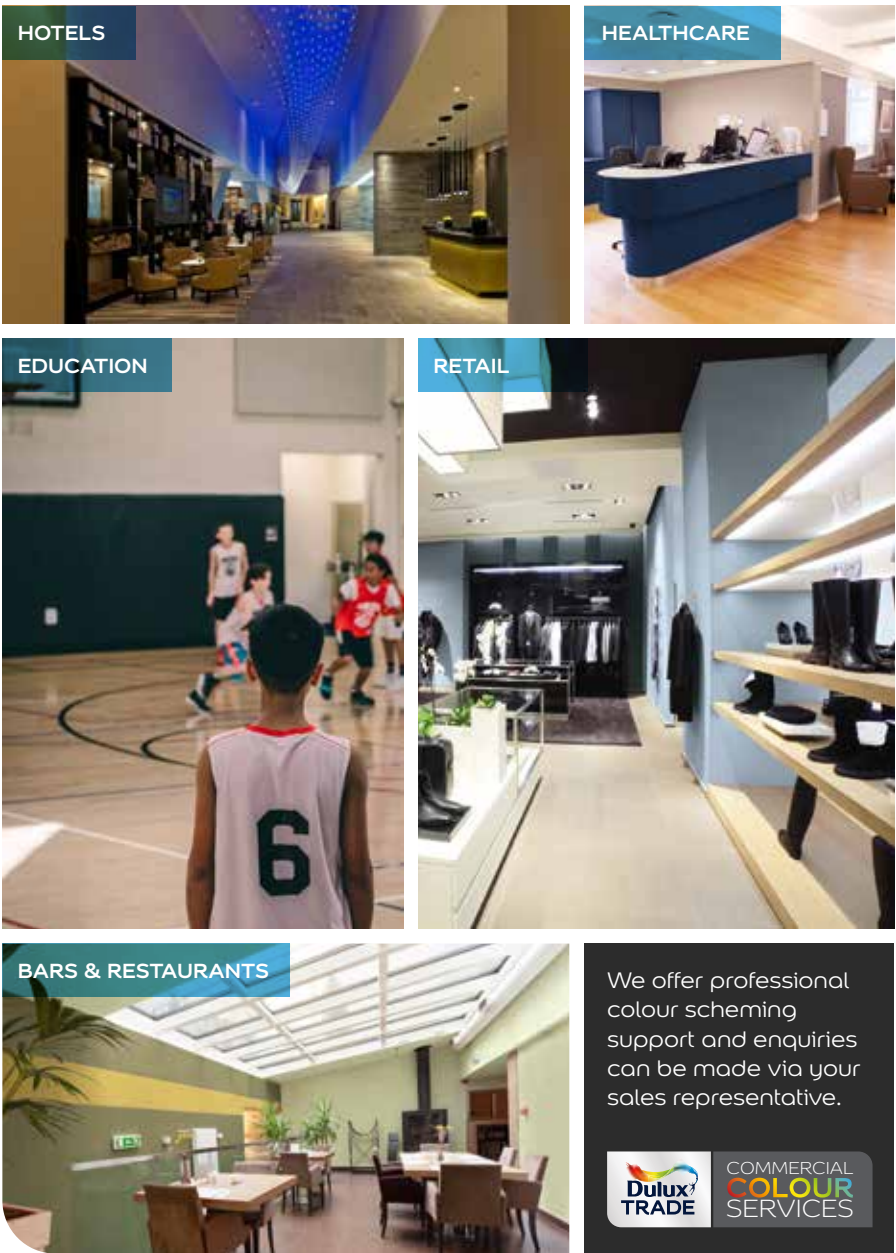


## PERFECT FOR HIGH TRAFFIC AREAS



## SUSTAINABILITY IN ACTION

At Dulux Trade, our sustainability programme is inspired by our constant drive for innovation and a hands-on attitude to take action. We won't hand over our challenges or ambitions to the next generation.

We have developed a 6-point plan that will help us on our sustainable journey and ensure our products continue to be key in the design of the nation's homes, offices and places we live and work. To find out more please visit [Duluxtrade.co.uk](http://Duluxtrade.co.uk)

Choosing Dulux Trade durable coatings, trim paints and woodcare products is a wise investment in the future of your project, as well as a step towards greater sustainability.

### REDUCING YOUR FUTURE ENVIRONMENTAL IMPACT

Dulux Trade Scuffshield Matt keeps walls looking better for longer helping you extend maintenance cycles, especially in high wear areas. Less frequent redecoration minimises cost and disruption.

In this way it contributes towards procurement, efficiency and sustainability targets. Ask your AkzoNobel representative to demonstrate its impact over 30 years using our lifecycle tool.



DULUX TRADE

SCUFFSHIELD MATT



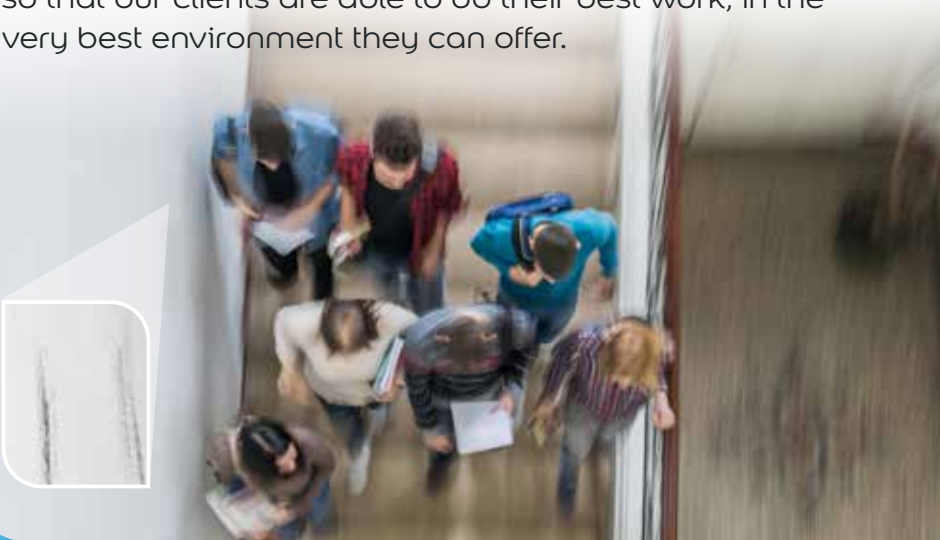
AkzoNobel

## THE CHALLENGE

We know our clients place the highest value on ensuring their organisation looks smart, attractive and welcoming. The challenge is to maintain that pristine just-painted look efficiently and sustainably, as the backdrop to those receiving or providing education, healthcare or leisure services. Our continuous focus is on maintaining a world class, but sector relevant portfolio. One that meets the realistic demands of busy commercial and public environments, whilst balancing the desire for beautiful living spaces.

In certain high traffic environments, such as corridors and stairwells, walls can be susceptible to scuff marks, as a result of items such as shoes, bags, suitcases, and other equipment with plastic and rubber surfaces brushing against them as people walk past, or furniture and equipment is used or stowed.

**Dulux Trade Scuffshield Matt** works within busy spaces, so that our clients are able to do their best work, in the very best environment they can offer.



# NEW DULUX TRADE SCUFFSHIELD ULTIMATE SCUFF RESISTANCE

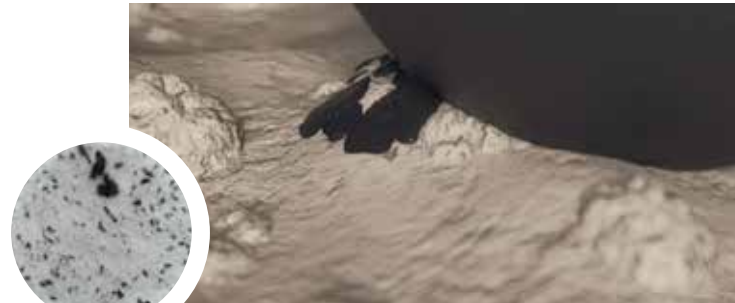


Introducing new Dulux Trade Scuffshield Matt with our ultimate Scuff Resistant Technology, to keep walls looking good for longer.

The new unique formulation is designed to protect walls against scuff marks being left behind from items such as shoes and bags, making it perfect for use in high traffic environments.



## THE TECHNOLOGY



Microscopic image 50x

### Standard Matt paint surface hit by plastic object

At a microscopic level the surface of many paint films are slightly rough from components added to enhance the strength and durability of the coating as well as to adjust it to the desired sheen level. As a result, plastic or rubber materials coming in to contact with the surface will often leave dark scuff marks.



Microscopic image 50x

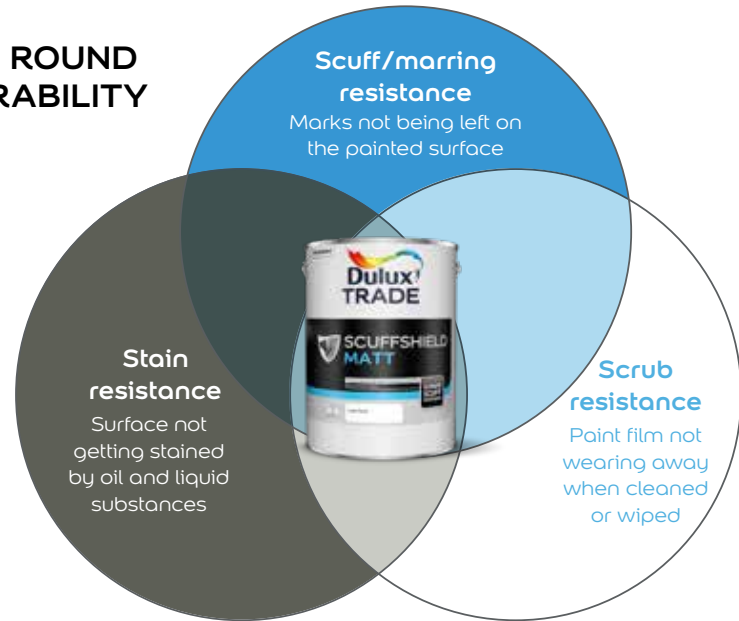
### Scuffshield Matt paint surface hit by plastic object

Newly developed **Dulux Trade Scuffshield Matt** contains our ultimate Scuff Resistant Technology, meaning at a microscopic level the surface film is much smoother, reducing the impact of plastic and rubber materials, reducing scuff marks.

# NEW DULUX TRADE SCUFFSHIELD MATT

- Ultimate Scuff Resistant Technology
- Cleanable matt finish
- Available in the full Dulux Trade tinted colour range
- Scrub (BS 7719 Type C\*) & stain resistant
- Superb resistance against marring in deep colours\*
- Water-based
- Up to 16m<sup>2</sup>/Ltr
- 4-6 hours drying time

## ALL ROUND DURABILITY



For more information visit  
[www.duluxtrade.co.uk/scuffshield](http://www.duluxtrade.co.uk/scuffshield)

\*May exclude some extra deep base colours.

## FAQs

- (Q) What colours can I get this in?**  
(A) Scuffshield Matt is available in white, plus the full Dulux Trade tinted colour range, including deep colours not available in Diamond Matt.
- (Q) Does Scuffshield Matt contain the same stain repellent technology as Diamond Matt?**  
(A) Scuffshield Matt does contain Stain Resistant Technology, but does not “bead” in the visible way that Diamond Matt does.
- (Q) Where should I use Scuffshield Matt?**  
Normal interior wall & ceiling surfaces. Scuffshield Matt is perfect for use in high traffic spaces, such as corridors, stairwells and hallways, where walls are likely to be subject to impact from items such as bags and shoes that are known to leave plastic/rubber scuff marks.
- (Q) Is this ISO11998 compliant? How many scrubs can this achieve?**  
(A) Dulux Trade Scuffshield Matt achieves a Scrub Class 1 when tested to BS EN 11998 and a Type C\* when tested to BS 7719 (2k scrubs). It has also been tested to and can withstand 10k scrubs\*.
- (Q) Can I thin Dulux Trade Scuffshield Matt?**  
(A) Scuffshield Matt is ready to use and should not need to be thinned down, however if the paint feels restrictive it could be thinned by up to 10%. Scuffshield should not be used as a mist coat.
- (Q) How many coats do I need to apply to get the required ‘scuff resistance’?**  
(A) Two full coats of Dulux Trade Scuffshield are required to achieve scuff resistance.
- (Q) If I am applying over current paint, will this impact performance?**  
(A) Providing the substrate has been properly prepared, is sound and the current paint well adhered, scuff performance should not be impacted.
- (Q) Can Scuffshield Matt be spray applied?**  
(A) Yes it can. Please see product data sheet for the correct set up to follow.
- (Q) Can it be used over new or bare surfaces?**  
(A) Seal with a coat of Dulux Trade Dry Wall Primer Sealer (whites & light colours) or a thinned first coat of Dulux Trade Vinyl Matt tinted to the appropriate shade.
- (Q) What size tins is this available in?**  
(A) Dulux Trade Scuffshield will be available in 5L only.

**Contact us:**  
Product details, Technical data and Health and Safety data sheets can be found on our website [duluxtradepaintexpert.co.uk](http://duluxtradepaintexpert.co.uk).

For further information please contact the Dulux Trade Technical Advice Centre.  
Email: [duluxcustomerservices@akzonobel.com](mailto:duluxcustomerservices@akzonobel.com)  
Tel: 0333 222 707

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