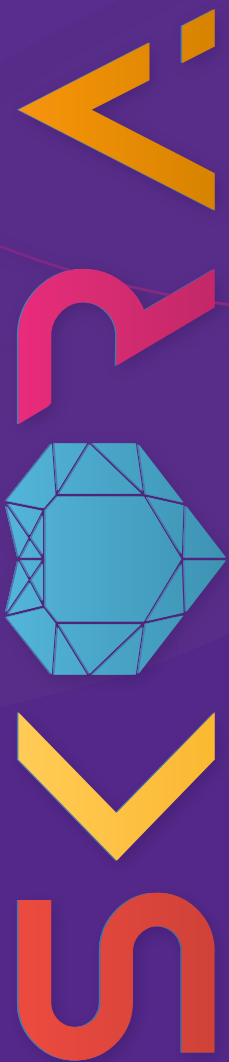


[www.skorapaints.com](http://www.skorapaints.com)



SMART  
COLOR BOOK

“

Mr. Nitin Kadam Managing Director

For the very first time in India, Skora brings you a one of a kind Lifetime Guarantee on our Smart Paint. With years of research and technology poured into the development of our superior Smart Quartz Paints, we offer further waterproof protection for your walls with a guarantee to last a lifetime.

At the very heart of Skora lies our promise of trust to keep your interiors & exteriors safe from the elements while looking beautiful.

Gone are the days of warranties that come with fine print and strings attached that ultimately leave you with no choice but to repaint every few years. Our guarantee ensures that we at Skora will cover the performance of Mr Perfect Exterior Smart Quartz Paint for no less than 15 years as long as our Smart Quartz Paint has been applied as per the recommended easy-to-follow guidelines on proper application.





Color plays a vitally important role in the world in which we live.  
Color can sway thinking, change actions, and cause reactions.  
As a powerful form of communication, color is irreplaceable

### SKORA SMART COLORS

Represents enthusiasm, fascination, happiness, creativity,  
determination attraction, success encouragement and stimulation.

It symbolizes trust, loyalty, wisdom, confidence intelligence, faith,  
trust and heaven. It also symbolizes harmony, reliable, sensitive,  
stability for lifetime.

We would be happy to color your place with our Smart Colors.





introducing —

# Smart Paint

With Skora, we bring to the forefront a revolutionary offering – our state-of-the-art Smart Paint. This Smart Paint technology has been developed by us through rigorous research and development that finally resulted in a coating system that possesses a unique set of attributes like no other in the industry.

Our Smart Paint technology allows our coating to penetrate deep into the surface of the substrate which further renders the penetrated region extremely hydrophobic in nature. This is attributed to the Quartz-like structure of our Smart Paint formed by the fibreglass technology that acts like a crystalline shield against moisture. This ultimately creates a dry zone beneath the coating which prevents harmful algae and mould from forming. The Smart Paint technology, while rendering the surface of the substrate hydrophobic, does not block the pores of the substrate like film coatings would. This unique property of the Smart Paint therefore, allows any existing moisture beneath the surface to easily escape the substrate rather than being locked within which would cause problems related to dampness over time. This smart attribute of our Smart Paint allows cement based substrates to cure fully and build strength over time.

The dry zone created beneath the surface by our Smart Paint protects the surface from salt and alkali attacks as well as prevents the formation of mould and algae that thrive in damp areas which ultimately degrade the integrity of the structure. Silanes and Siloxanes form an integral part of our Smart Paint technology that make our coating system resistant to alkali, fortifying the substrate

even further. Due to the hydrophobic nature of our Smart Paint, surfaces are rendered with a self-cleansing technology that washes away dirt and dust particles during rainfall. This is owed to the high beading effect of our Smart Paint that prevents water from penetrating the surface and rather lets it roll down the surface while taking the dirt with it.

Our Smart Paint also extends to the shades that have been formulated to be our Smart Colours. Owing to our Smart Paint technology, these Smart colours reflect harmful IR radiation from the sun. IR radiation absorption causes surfaces to heat up which, in case of painted surfaces, causes paint to crack, flake and eventually chip off the surface. Our Smart Paint technology prevents this by reflecting IR rays keeping the substrate cool, preventing cracking. Our Smart Paint technology thus, also prevents UV radiation from causing the Smart Colours to fade as UV rays penetrate paint coatings through cracks in the surface. With the substrate kept cool and safe from cracking, UV radiation too cannot harm the paint quality over time.

This extensive set of smart attributes of our Smart Paint has been rigorously tested to check the weathering effect on our Smart Paint as opposed to conventional paints in the industry. These ongoing tests have resulted in our Smart Paint being virtually unscathed and in extremely good condition as opposed to conventional paint. These results have indicated that our Smart Paint technology can outlast all conventional paint systems which have led us to boldly offer lifetime guarantee on our Smart Paint technology.



Smart Quartz Paint

# The Paint — that breathes

Typical acrylic film based coatings are closed in nature which act like a barrier for water going in and out, locking existing moisture inside the wall. This locked moisture escapes the wall eventually in the form of dampness, leakage and efflorescence by bringing with it salts, and attracts algae, moss, mould and mildew formation. This eventually degrades the integrity of the wall as well as the paint over time both aesthetically and physically.

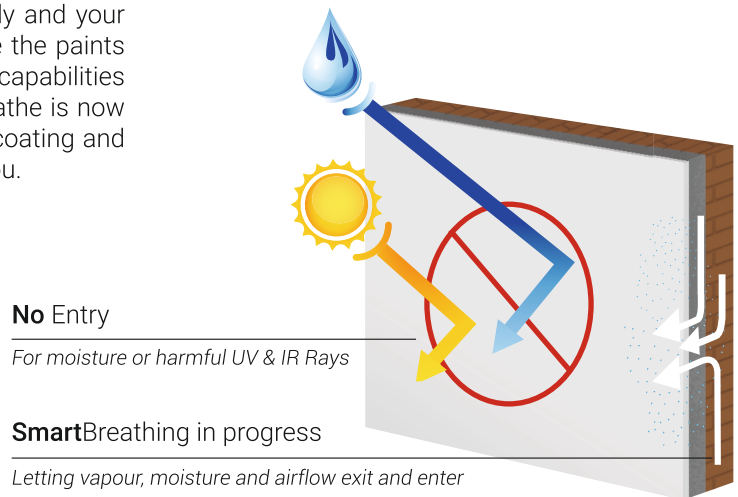
To prevent this, we designed our Smart Breathing Paint to have an open porous structure that allows moisture to escape as vapour. With a precise porosity tolerance, it lets out water only in the form of vapour which is not harmful for paint.

Simultaneously however, our Smart Quartz Paint technology forms a Quartz-shield that develops a repellent nature for the surface of the substrate that does not allow water to get in to the wall itself as it's rendered hydrophobic which leads to a spectacular water beading formation and a waterproof surface.

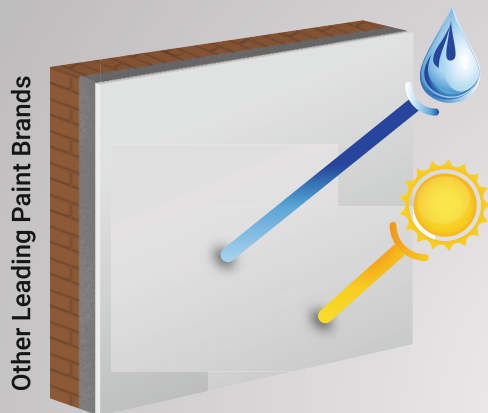
# Smart Breathe

Our paints are to your surface, like skin is to your body. Just like your skin sweats by letting out impurities and moisture to cool your body, it doesn't let anything permeate. So does our paint, it breathes.

Just how breathing is an integral part of your body and your skin, so it should be for every structure and hence the paints and coatings that go onto it. Due to the outstanding capabilities and attributes it lends to the structure, Smart Breathe is now one of the most basic necessities of any paint or coating and hence each of our products can breathe, just like you.



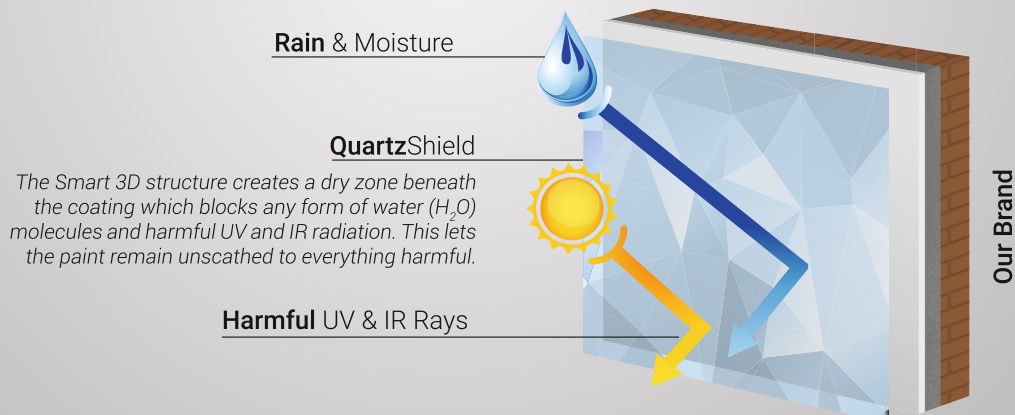
## Quartz-Shield Technology



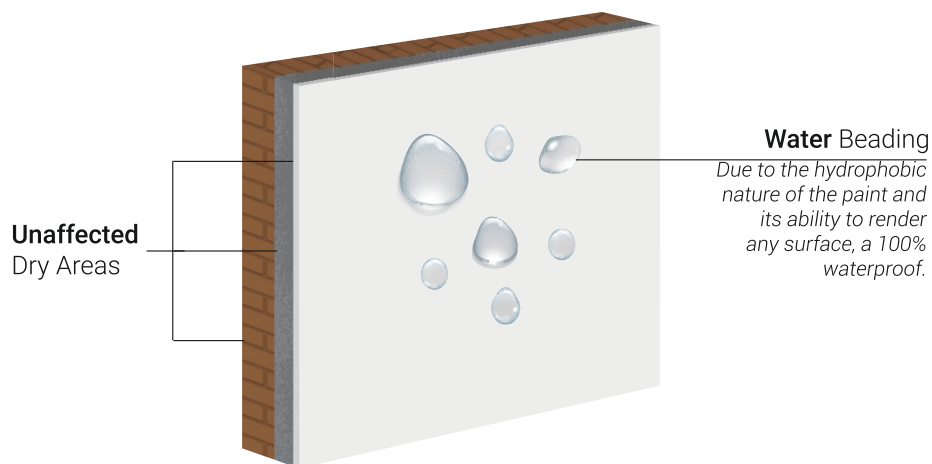
Ordinary paint doesn't prevent penetration of rain water, moisture or harmful UV & IR Rays.

Our R&D teams made a path-breaking discovery of how Fiberglass and Quartz technology serve best for a water resistant coating formula to promote active waterproofing.

Using fibreglass dioxide with key ingredients we created a revolutionary paint that adopts all properties of Quartz, rendering the paint a shield with permalast attributes. Quartz being one of the most inert and durable substances found on earth, the 3-Dimensional Structure of alternating Silicone and Oxygen atoms protects substrates from weathering by building an unbreakable shield on any structure rendering it waterproof.



# Hydrophobic Technology



**Try it for yourself on this page**

Skora's Quartz-shield makes our paints highly repellent against water penetration. This Quartz-like structure prevents moisture from soaking into the surface which prevents formation of harmful elements like mould and algae that thrive in damp areas and ultimately jeopardise the integrity of the wall and the paint.

That gives our paint a high beading effect in every weather, even extreme rainy conditions that lets water roll off the

surface of the wall without allowing it to get absorbed beneath the surface. Because this unique technology is not film forming, it lets the wall release existing moisture inside the wall in the form of vapour letting the wall "breathe" like actual skin.

Our Smart Hydrophobic technology essentially extends the life of our paint and the wall to last a lifetime by faithfully fighting against any form of water and moisture.



# Smart Quick Dry

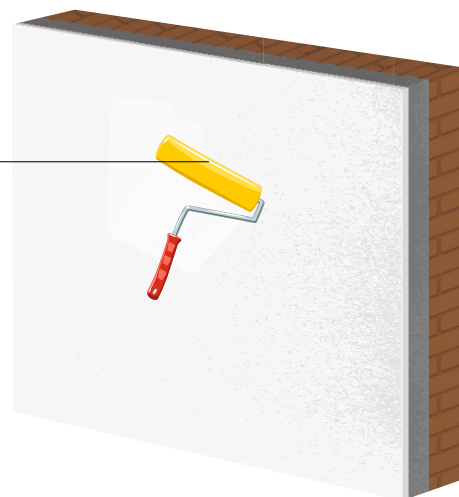
Our Smart Quartz Paint possesses hydrophobic properties that allow it to dry much faster than conventional paint in the market. This waterproof nature of our paint holds true even during the painting process which allows the paint to keep dry even in heavy rainfall. This SmartDry technology reduces application time drastically, eliminating the hassle of having to wait for completion of a paint job.

The greatest advantage of our SmartDry technology is being able to paint during the monsoon due to much shorter paint time. Due to the hydrophobic nature of the paint, each coating goes unaffected by rainfall that may interrupt the painting process.

Other Leading Brands  5-6 Hours

Our Brand  3-4 Hours

**SmartDry**  
*The Smart 3D structure of the Quartz-Shield that renders the surface hydrophobic and waterproof almost instantly creates a dry zone beneath the coating.*



# SmartCool



We have developed a unique technology that helps maintain surface temperature of the paint called SmartCool technology. Our range of Smart Quartz Paint uses our SmartCool technology to elongate its paint life. This technology helps each coat reflect harmful Infrared radiation emitted from the sun. As per our research, prolonged exposure to IR radiation causes the surface of the substrate to heat up as it absorbs the radiation.

Our SmartCool Coat technology prevents the painted surface from heating by reflecting the radiation rather than letting it get absorbed into the substrate.

This keeps the painted surface cool, reducing the need for artificial cooling systems inside homes and buildings which promotes sustainability and energy saving. Our SmartCool Coat technology also prevents paint from cracking and fading that's caused by heat absorption.



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BODY

A-7  
(Patta)

P-87  
(Patta 2)



P-141  
BODY

P-121  
(Patta)

P-152  
(Patta 2)





P-141  
BODY

P-97  
(Patta)



P-116  
BODY

P-42  
(Patta)

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P-44  
BODY

P-54  
(Roof)

P-87  
(Patta)



P-125 c  
BODY

P-86  
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A-2  
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P-75  
BODY

P-87  
(Patta)



P-110  
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P-160  
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P-98  
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(Patta)



P-110  
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(Patta)



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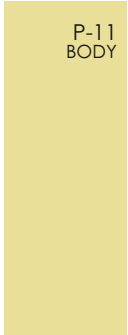
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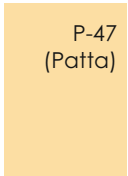
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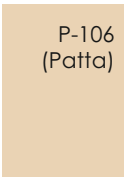
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P-70  
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P-106  
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(Patta)



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(Patta)

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P-8  
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- P-65  
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(Patta)

P-160  
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BODY

P-150  
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P-140  
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P-121  
(Patta)



P-107  
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P-75  
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P-47  
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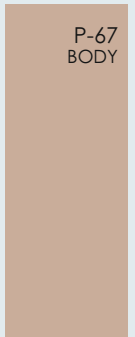


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P-105  
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P-67  
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P-62  
(Patta)



P-55  
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BODY

P-85  
(Patta)

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P-134  
BODY

P-105  
(Patta)

P-85  
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BODY

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(Patta)

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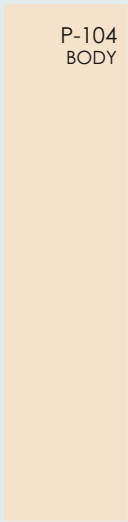


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- P-138  
(Patta)
- P-55  
(Roof)



- P-113  
BODY
- P-122  
(Patta)
- P-85  
Roof





P-104  
BODY



P-122  
(Patta)

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# NEVER PAINT AGAIN

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BODY

P-95  
(Patta)



## 10 PROBLEMS / 01 SOLUTION



Leakage



Dampness



Efflorescence



Mould



Surfactant  
Leaching



Algae  
Growth



Honey  
Comb



Damage  
by CO2



Peeling &  
Flaking



Chalking



# Product Comparison Sheet

	Skora Mr Perfect	Brand A	Brand B
Warranty		10 Years	10 Years
Guarantee	Lifetime	No Guarantee	No Guarantee
Quartz Technology	✓	✗	✗
Water Repellent	Extreme	High	High
Extensive Colour Range	✓	✓	✓
Water Beading	✓	✗	✓
Smart Colours	✓	✗	✗
Multi-surface Capability	✓	✓	✓
All Season	✓	✓	✓
Anti Mould Technology	✓	✗	✓
Resists Atmospheric Pollution	✓	✗	✗
Anti Yellowing	✓	✗	✗
Anti Efflorescence	✓	✗	✗
Breathing Paint	✓	✗	✗

	Skora Mr Perfect	Brand A	Brand B
Odourless Paint Technology	✓	✓	✓
Low VOC	✓	✓	✓
Eco-friendly	✓	✓	✓
Brush Marks Free	✓	✗	✗
Dust Resistant	✓	✗	✓
Perfect Finish	✓	✗	✗
Assured DFT	✓	✗	✗
Cool Surface Technology	✓	✗	✗
Crack Proof Coating	✓	✗	✗
No Fading	✓	✗	✗
Dirt Resistance	✓	✗	✓
Number of Coats	2	4	2
Surface area Coverage	40-50 Sq ft	55-65 Sq ft	60-70 Sq ft
Drying Time	3-4 hrs	4-6 hrs	4-6 hrs





# Lifetime Guarantee — *1st time in India*

For the very first time in India, Skora brings you a one of a kind Lifetime Guarantee on our Smart Quartz Paint. With years of research and technology poured into the development of our superior Smart Quartz Paint, we offer further protection for your walls with a guarantee to last a lifetime on our Mr Perfect Exterior Quartz Paint.

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# Guarantee Details —

## What the Guarantee Covers

The Guarantee provided covers fading, flaking, peeling, chalking of the paint over the course of the defined guarantee period as indicated on the product packaging. The guarantee also covers wall dampness, efflorescence as well as formation of mould and algae under normal conditions. Exceptions for the same are detailed in the below sections. There is no minimum purchase quantity to avail the benefit of Guarantee.

## Guarantee Letter

A guarantee letter will be presented to you containing all details of the guarantee. The same has to be preserved and presented to claim the guarantee if the need ever so arises.

## Commencement and Duration of the Guarantee

The Guarantee shall commence on the date of completion of the painting project once the Finishing Consultant has given his acknowledgment of proper completion. The duration of the guarantee period will be as per the duration mentioned on the product packaging and technical sheets, the same will also be detailed out in the Guarantee Letter which is to be produced during the time of guarantee claim. Where any claim arises during the guarantee period, the period will not start afresh after settlement of the claim.

## Applicability of Guarantee

The guarantee shall only be applicable where:

Skora paint and related materials are applied as per the detailed instructions mentioned on the product packaging and technical sheets in the prescribed manner using the prescribed tools and process.

Skora Paint is used in combination with Skora primer and finish coat in the prescribed manner and prescribed order of application.

Skora paint is applied in the prescribed manner on masonry surfaces as prescribed in the product technical sheets.

## Claims and Repairs under the Guarantee

In case there is cause to claim the guarantee, the same must be done within 30 days of the consumer discovering any defect, damage or failure which gives rise to a claim. All details of the issue have to be provided along with the Guarantee Letter upon which Skora will assign the Finishing Consultant to investigate and inspect the same and sanction the claim if found to be genuine.

The recoating process will then be overseen by the Finishing Consultant to ensure proper application and no further issues.

## Maintenance and Inspection

Upon completion of the painting project, Skora will carry out inspections as well as preventive maintenance at regular intervals over the course of the guarantee period as per the selected quartz paint and the guarantee letter. The inspection will check the integrity of the paint and the maintenance will involve washing of the painted surface once in every 3 years.

## Guarantee Exclusions

The guarantee will cover only manufacturing defects and performance failure under normal conditions as long as the coating has been applied as per the prescribed application process. The guarantee excludes claim situations where:

- Coating failure has occurred due to existing structural defects and damage of the coating due to high abrasion of the surface with furniture, nails or other sharp objects.
- There exists high alkalinity, water leakage and seepage within the building structure and continuous dampness of the surface.
- Coating has been applied on a surface which is contaminated, an improper painting process has been followed or inadequate curing time for the coating layer to dry.
- Natural calamities such as earthquakes, cyclones, etc. have occurred.
- Failure or defects in the structure or if the previous coating was not properly and completely removed.
- Vandalism or acts of God have occurred.
- There is abuse or negligence on part of the customer.



Trust in  
the paint  
of the  
future —  
**Smart  
Quartz  
Paint** *by*  
Skora



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Toll Free No. 1800-103-1590

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Maharashtra, India

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[reachout@skoracoatings.com](mailto:reachout@skoracoatings.com)