

Rain strikes your home with millions of litres of water.

That's why we invented **Dulux Weathershield Powerflexx** with Rainproof Technology for the ultimate protection of your home.



Beautiful afar, solid up-close.

Rain in India can be relentless,
ranging from light drizzles
to monsoon seasons that can
stretch for weeks.

Millions of Indian homes are exposed to heavy rainfall and high humidity levels all year round. Harsh tropical weather is capable of wearing house exteriors down and unrelenting rain can find its way into even the tiniest of cracks, causing algae growth, mould and peeling.

As a proud homeowner who has worked hard to provide a beautiful home for his loved ones, the last thing you want is for excess rain to damage the fruit of your labour and give it a weathered look. Well, fret not because the new Dulux Weathershield Powerflexx is here - designed to protect your cherished home from the elements of nature and keep its look fresh and vibrant.



Cracks are like icebergs— you only see the tip.

Though not visible to the eye, tiny hairline cracks are unavoidable. Even in newly constructed homes, they can be made worse by extreme weather changes and slight ground movement. No matter how fine they are, there is no way to assess the depth and extent of the cracks. So, there is no telling whether the concrete in your wall has eroded, or if the problem inside is only superficial.

The new Dulux Weathershield Powerflexx comes with revolutionary Rainproof Technology which is a unique combination of inner flexible layer and solid outer layer to give your walls unparalleled strength. Its advanced elastomeric latex stretches up to 7 times more than any premium exterior paint covering tiny hairline cracks on your walls and hence delivering superior protection from rains. The special solid layer helps resist dirt and dust better than other premium exterior paints. That's ultimate protection for your walls, and ultimate confidence in your home.



Solid paint layer provides



Sun Reflect



Dirt Guard



Alkali Guard

Protective flexible layer stretches upto 7 times more than any other premium exterior paint



Rain Protection



Crack Protection



Fungal Resistance

Frequently asked questions

1

What is Dulux Weathershield Powerflexx? What is the key benefit?

Dulux Weathershield Powerflexx is an ultra-premium, high performance exterior paint that offers unparalleled protection from the harshest forms of weather attacks, especially rains. Powered by its revolutionary Rainproof Technology, Dulux Weathershield Powerflexx offers protection from rain for up to 10 years. Its advanced elastomeric latex stretches up to 7 times more than any premium exterior paint, covering tiny hairline cracks on your walls and hence delivering superior protection from rains.



2

What makes Dulux Weathershield Powerflexx superior v/s other premium exterior paints?

Dulux Weathershield Powerflexx is truly superior versus other premium exterior paints. Its unique combination of flexible and solid layer gives your home protection from hairline cracks, extreme heat, rain, dirt and dust.

Besides covering cracks and giving advanced protection from rain, it has superior performance in 4 areas:



Dirt & dust resistance through its Dirt-Guard Technology



Alkali resistance through its Alkali-Guard Technology



Heat reflectance with its SunReflect Technology



Fungal resistance with its Fungal-Guard Technology

A. Dirt and dust resistance through its Dirt Guard Technology.

Ordinary elastomeric paints have a softer paint film; this allows the paint film to stretch to cover hairline cracks. However, the paint film is also stickier and has poorer dirt resistance. This makes the wall look dirty more quickly. Dirt Guard Technology resists dirt and dust with its special UV-cross linking function, which binds paint molecules when exposed to the sun's UV rays. Dirt and dust particles stay on the surface, unable to penetrate the paint film easily; when the rain comes, these get washed away. As a result, exterior walls look fresher and cleaner for longer time.



Dust particles stay on the surface, unable to penetrate the paint film



Dirt-Guard Technology

B. Alkali resistance through its Alkali-Guard Technology.

Cement walls have moisture and alkali salts within. As the moisture evaporates, paint discolouration can occur; in serious cases, alkali salt deposits form, causing damage to the wall. With its unique Alkali-Guard Technology, Dulux Weathershield molecules are strongly bonded together, creating a paint film that gives superior protection from alkali attack.



Paint molecules are strongly bonded together, to give superior protection from alkali



Alkali-Guard Technology

C. Heat reflectance with its SunReflect Technology

The heat that we feel from sunlight is due to the sun's infrared radiation. This heat is absorbed by exterior walls and passed through to the interior of the home, making the room feel warmer. The Dulux Weathershield SunReflect Technology uses special pigments which reflect infrared radiation back to the atmosphere. Heat build-up on exterior walls is reduced by up to 5°C, keeping homes cooler inside.



Special pigments reflect infrared radiation back to the atmosphere to keep homes cooler



SunReflect Technology

D. Fungal resistance with its Fungal Guard Technology

Dulux Weathershield Powerflexx is complete with preservatives that fight algae and fungus, thereby resisting formation of ugly black spots and fungal patches, keeping the exteriors of your home in good shape for years.



Special preservatives fight algae and fungus

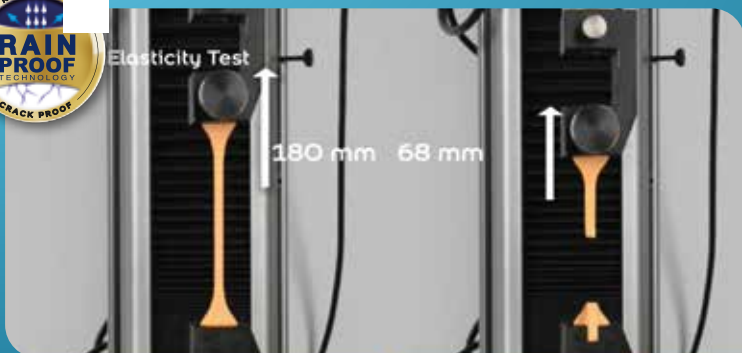


Fungal-Guard Technology

3

Is Dulux Weathershield Powerflexx the same product as Dulux Weathershield Max?

They are different products. Dulux Weathershield Powerflexx is a new super premium exterior paint and more technologically superior with revolutionary Rainproof Technology and more advanced elastomeric latex.



POWERFLEXX

STANDARD PREMIUM
EXTERIOR PAINTS

4

What is the coverage for Dulux Weathershield Powerflexx?

It will have the same coverage as regular Dulux Weathershield.

5

Is there any specific primer we need to apply before applying Dulux Weathershield Powerflexx?

Dulux Weathershield Powerflexx can be used with any general exterior primer – Weathershield Exterior Acrylic primer (EAP), Weathershield Alkali Bloc Primer or Weathershield Waterproof. However, we recommend usage of WS Alkali Bloc Primer or Weathershield Waterproof for complete rainproof system.

Recommended Rainproof System*



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10 years of film integrity

8 years of fungal resistance

5 years of waterproofing

DULUX WEATHERSHIELD WATERPROOF
Dilute 1L with 300 ml water for a priming coat.
Follow with 2 coats of Waterproof undiluted, ensuring coverage of 30-35 sq ft/L for 2 coats.

DULUX WEATHERSHIELD POWERFLEXX
2 coats of Powerflexx with 30% dilution, ensuring coverage of 50-60 sq ft/L

6

Can we use Dulux Weathershield Powerflexx to repaint a surface painted with Dulux Weathershield earlier?

Yes we can use Dulux Weathershield Powerflexx for repainting a surface painted with Dulux Weathershield earlier. Surface preparation steps to be followed – wet sanding, removal of algae, fungus etc., filling up of minor cracks and defects with cement and sand mixture (1:3 ratio), removal of putty etc. from surface so that surface is thoroughly clean, dry and free from all loose dirt, chalk, grease, fungi, algae and flaking paint (for detailed process refer to product data sheet). After the priming of the prepared surface we can apply Weathershield Exterior Acrylic Primer or Weathershield Alkali Bloc Primer and subsequently apply Dulux Weathershield Powerflexx.



Wet Sanding



Algae Removal



Crack Filling



Cleaning



Application

7

How long will the paint last?

Dulux Weathershield Powerflexx is truly superior versus other premium exterior paints. Its unique combination of flexible and solid layer gives your home protection from hairline cracks, extreme heat, rain, dirt and dust. Powered by its revolutionary Rainproof Technology, Dulux Weathershield Powerflexx offers protection from rain for up to 10 years.



8

The Dulux Weathershield Powerflexx claims to cover hairline cracks on walls. How big/wide are the cracks it can cover?

The standard hairline cracks, which measure up to 1mm or less, are covered. However, hairline cracks can be very shallow or quite deep, depending on the cause. There is no way to determine crack depth based on crack width. Therefore, it is important for these cracks to be covered to avoid seepage from wind-driven rain. To repair large cracks, get professional advice from a reputable contractor.



It is important for cracks to be covered to avoid seepage

Since the paint resists dirt and dust, do we need to clean the wall?

Rainproof Technology has a special outer layer that resists dirt and dust better than other premium exterior paints. The accumulation of dirt, dust and grease on the walls cannot be avoided but the superior Rainproof Technology allows the rainwater to wash off the dirt and dust more easily. Over the years, walls painted with Dulux Weathershield Powerflexx will look cleaner than those painted with other premium exterior paints.

Important Note: When wet mud dries on the wall, this could cause stains and discolouration. To prevent this, clean the wall thoroughly with water before the mud dries.



Superior Rainproof Technology allows the rainwater to wash off the dirt and dust easily





Dulux Weathershield Powerflexx has been specially designed to protect homes from all sorts of problems which lead to the wear and tear of the paint of exterior walls. Its qualities make it extremely essential for your exterior walls in order to maintain their beauty and ensure protection. Powerflexx is the epitome of strength and durability. Therefore, it can certainly be described as innovation at its best, combined with science and technology.



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