

# Emphasis

Luxury decorative finish with gold or silver metallic effect, adding warmth, elegance, and prestige to interior surfaces.



Mod. 51 Rev 64

Date of update 08/10/2025

## CHARACTERISTICS:

**EMPHASIS** is composed of emulsified resins, special fillers and additives that improve the product workability and make the surfaces perfectly smooth and even. It also contains golden or silver pigments that bring a touch of peculiarity and uniqueness to its appearance and its shades.

**EMPHASIS** offers not only aesthetic appeal but also practical benefits: it is washable, mould-resistant, and long-lasting. It is water-based, washable, with good elasticity and high-adhesion properties. Thanks to its formulation, it can provide a rich and long-lasting finish.

## USE:

Suitable for walls, ceilings, furniture and decorative panels. Ideal for luxury residences, boutique hotels, showrooms, and high-profile commercial interiors. After proper surface preparation, it can be applied on cement plaster, gypsum, plasterboard, furniture, wooden panels, and painted surfaces, provided that the surfaces are smooth, clean and sound.

## APPLICATION METHOD:

### Surface preparation:

Substrates must be as smooth and defect-free as possible. Scrape, brush, and remove any old paint, loose plaster, or non-adhering layers. Ensure the surface is solid, dry, and clean, free from contaminants. In the presence of water stains, smoke or nicotine, pre-treat with a suitable stain-blocking primer. In case of mould, fungi or algae, sanitize with **MUROSANO RISANANTE**. Fill any cracks or holes and skim surface imperfections. If the surface needs consolidation, apply one coat of **PRIMER A** diluted 1:4 with water.

The surface must be perfectly smooth so we recommend application of one or more coats of **PLASTUC TIPO A** applied with a stainless-steel trowel.

### Application:

Stir **EMPHASIS** thoroughly before use. Apply **EMPHASIS** in a thin layer with a stainless-steel trowel with wide trowel strokes making sure to apply it homogeneously on the whole surface. Wait 4-6 hours then apply a second thin layer by overlapping the strokes. Smooth the surface with the by removing any excess material, and lightly trowel the surface to increase the two-tone effect.

## IMPORTANT NOTES:

- Before application, make sure that the surface perfectly adheres to the substrate. It must also be dry and clean, free of dirt, grease, mould, fungus, bacteria, efflorescence or any other substance that could compromise the good outcome of the work.
- Prevent containers from freezing (min +5°C).
- Store in a cool, dry place and do not expose to direct sunlight.
- Use the product at room temperature. The painting ground temperature must be between +8°C and +35°C, with less than 75% relative humidity.
- During the drying stage the room temperature and the painting ground temperature should be higher than 5°C.
- The scaffolds should be installed keeping in mind the architectural elements that could hinder a non-stop application. Interruptions might cause the appearance of holes, overlaps and heterogeneous shades.
- The selected colour should be ordered in a single batch with enough material to complete the work, or at least a whole section, in order to avoid noticeable differences in tones.
- Since we cannot anticipate or control the many different conditions under which this information and our products may be used, please contact our Technical Staff for any additional information you may need.

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## TECHNICAL DATA:

Drying time at 20°C	Touch dry 1 h In depth 24 hrs
Coverage	10-12 m <sup>2</sup> /l = 0.08 – 0.1 l/m <sup>2</sup> per coat
pH	8.5 ± 1
Storage time	24 months
Dry film appearance	smooth and polished with gold/silver effect
Solvent (for the fresh product)	water
Colours	EMPHASIS colour collection
Available bases	GOLD and SILVER
Packages	2.5 l – 1 l

### Emission limits of Volatile Organic Compounds (VOC) according to directive 2004/42/CE:

l) Decorative effect coatings

Max VOC value in g/l: since 01.01.2010 = 200 g/l

Max VOC value in the product: 175 g/l.

The above information has been obtained from scrupulously controlled tests, and represents our best and most recent knowledge. This information is provided for reference purposes only. It is not binding upon the manufacturer, and neither may it constitute grounds for any kind of complaint whatsoever associated with the use of the products described, also considering that the conditions of use are beyond our control.

Please refer to the relevant Safety Data Sheet.