TIME FOR A CHANGE
EXTERIOR PAINTS BROCHURE
Jotun Paints, the leading paints manufacturer in the MENA (Middle East and North Africa) region, brings you an inspirational and comprehensive guide with the product overview of a complete assortment. This guide will help you choose the right product for you to protect your home with Jotun.

**JOTUN IS NO.1 IN PAINTS!**

- No.1 in **COLOURS**
- No.1 in **PROTECTION**
- No.1 in **REFERENCES**
- No.1 in **EFFECTS**

**Jotun has all the protection you need!**

This brochure gives you an insight into various inspirational and colourful products which help you keep the exteriors of your home well-protected. Visit the Jotun Exterior Display in one of our many stores throughout the region and get your chosen paint protection mixed specially for you.
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Jotashield brand was launched in South East Asia in 1984 and in Middle East and North Africa in 1999. It started with primers and topcoats only. With time the brand grew to include textures, heritage textures, and added benefit paints. Today Jotashield is a family that includes all what an exterior wall needs from primer to a topcoat. Jotashield has been trusted to protect and beautify thousands of buildings across the world.
Concrete Protection

The porous nature of the concrete lets in carbon dioxide and water vapour from the atmosphere. This in turn reacts with the steal bars in it.

This leads to the corrosion of these bars thus becoming weaker and inflated in size causing the structure of the building to become weak.

Jotashield enables this concrete protection by preventing the penetration of carbon dioxide and water vapour by letting off the existing water vapour.

Offers a concrete protection with carbon dioxide blocking technology, this in turn protects your property and gives you value for your investment.

Jotashield long-lasting colours consist of a UV resistant technology which not only keeps your house beautiful and brighter for a longer period of time, but also saves you from repainting costs.

Using Jotashield colours reduces maintenance costs by resistance to chalking, flaking and peeling. This gives you durability as it is cost and time free as well as hassle free.
The use of these mentioned coats may vary depending upon your required outcome. Fewer layers may be used for different types of walls to give an equally stunning look.

Below are a few tips for you:

1. Jotun offers various paints and textures in different colours, these can always be mixed and matched.
2. By following these recommended systems you are bound to achieve brilliant results. However, these coats may vary depending upon the surface which needs to be painted.
Jotashield Primers and Fillers

When to use:

Primers are essential in the preparation of a wall and must be used before the application of a texture or a topcoat to insure the durability of paint. Especially if the wall is being painted for the first time.

Filler is not always a must, but it can be used to hide imperfections in the wall. It is essential to use filler when not using a textured paint, because using a top coat alone will clearly show the imperfections.
JOTASHIELD TEXTURES
Covers Cracks between 0.5 and 2.6mm

**Jotashield Tex Ultra**
High quality exterior waterborne orange-peal textured paint that covers cracks which are as big as 2.6mm.

**Jotashield Tex Fine**
High quality exterior waterborne fine textured paint that covers cracks which are as big as 0.5mm.

**Jotashield Tex Medium**
High quality exterior waterborne medium textured paint that covers cracks which are as big as 0.8mm.

**How to use:**

1. Apply one coat of Jotashield Penetrating Primer. Then apply two coats of Jotashield Tex Ultra, Tex Fine, or Tex Medium based on your preferred finish and crack covering requirements.

2. Usually Jotashield Tex products are applied by roller but Jotashield Tex Ultra can also be applied by spray giving a smooth finish instead of its orange peal finish.

3. In case the plaster is not uniform on your wall, we advise you to use one coat of Jotashield Filler after the primer to ensure that the end result is pleasant to the eye.

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The elastic nature of Jotashield Tex and specifically Jotashield Tex Ultra allow it to expand instead of forming cracks in the paint film and thus allowing carbon dioxide and water vapour to attack the structure of the building.
**Jotashield Heritage**

**Reasons to use:**

While a similar aged look can be achieved by using a pigmented cementitious product or undulated plaster, it is curtail to note that these products can’t provide the protection your house/building needs.

Once damaged, a pigmented cementitious product is very difficult to repair.

Only Jotashield Heritage can offer you the old look you’re searching for with the benefits of concrete protection, long-lasting colours and reduced maintenance.

**Jotashield Heritage**

**Antique Tex**
A waterborne, durable, naturally aged textured paint which protects and decorates old as well as new buildings by covering surface cracks.

**Traditional Tex**
A waterborne, durable, naturally aged medium textured paint which protects as well as decorates old and new buildings.

**Classic Tex**
A waterborne, durable, ornately textured paint which protects and decorates old as well as new buildings. It can give different finishes based on its application.
Jotashield Heritage

High Build
A waterborne, durable, naturally aged thick textured paint which protects and decorates old as well as new buildings, with a coarse finish.

High Build Fine
A waterborne, durable, naturally aged thick textured paint which protects and decorates old as well as new buildings, with a fine finish.

Glaze
A waterborne translucent topcoat with a two tone effect which is used on top of other Heritage Products to enhance the timeworn look.

How to use:
Apply one coat of Jotashield Penetrating Primer or Jotashield Alkal Resistant Primer. Then apply two coats of any of the Jotashield Heritage textures (Antique, Classic, Traditional, High Build, or High Build Fine). If the colour you want is not available in Jotashield Heritage you can use one coat of Jotashield Topcoat, Jotashield Extreme, or Jotashield Super Durable.

It is always advised that you use a mat topcoat to enhance the heritage effect. To further enhance the effect you can apply one coat of glaze on top to get a two tone effect (not applicable with Jotashield Heritage Classic Tex).
Jotashield Thermo

How to use:
1. Apply one coat of Jotashield Thermo Primer.
2. Then apply two coats of Jotashield Thermo.

Jotashield Thermo
A textured paint which reduces temperature by controlling the sun’s radiations and absorbs it into the building.
Jotashield Topcoats

A high quality waterborne, smooth and exterior paint available in a variety of non-fading colours as well as three different finishes: Matt, Silk and Gloss.

How to use:

1. Apply one coat of Jotashield Penetrating Primer or Jotashield Alkali Resistant Primer.
2. Then apply two coats of Jotashield Topcoat: Matt, Silk, or Gloss.
3. Alternatively instead of the two coats of Jotashield Topcoat Silk or Gloss, you can apply the first coat in Matt and then the second coat in Silk or Gloss.
4. In case the plaster is not uniform on your wall, we advise you to use one coat of Jotashield Filler after the primer to insure that the end result is pleasant to the eye.
5. In addition to that Jotashield Topcoat can be used on top of any of the textures to change the colour.
Jotashield Super Durable

A superior quality waterborne topcoat specially formulated to withstand the harsh climates, protect your building and reduce its dirt pick-up for up to 20 years. It is available in a variety of non-fading colours as well as in Silk and Gloss finishes.

How to use:

1. Apply one coat of Jotashield Penetrating Primer or Jotashield Alkali Resistant Primer.
2. Then apply two coats of Jotashield Super Durable Silk or Gloss.
3. In case the plaster is not uniform on your wall, we advise you to use one coat of Jotashield Filler after the primer to insure that the end result is pleasing to the eye.
4. In addition to that Jotashield Super Durable can be used on top of any of the textures to change the colour and increase the durability.
Jotashield Clear

It’s super versatile!

Jotashield Clear can be used on top of any paint system or stone structure to increase the life span of the structure and give it resistance to dirt accumulation.

Jotashield Clear

High quality waterborne, transparent, and smooth exterior paint which extends the life of your structure that also reduces its dirt pick-up.
**METAL SURFACES**

**DURATHANE**
A two-pack topcoat which protects all of your exterior metal surfaces from sunlight. It also provides gloss and colour retention.

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**WOODEN SURFACES**

**Metal**

**How to use Durathane:**
1. Sand the metal surface.
2. Use one coat of an anti-corrosive primer then apply 2 coats of Durathane.
3. You have to ensure that your surface is not rusted before you start painting for pleasant results.

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**Wood**

**How to use Woodshield Exterior:**
1. Apply 1 coat of Jotun Wood Preserver and let it dry to preserve the wood against fungus, termites and other insects.
2. Sand the wood surface and wipe away the particles.
3. Apply 1 coat of Woodshield.

**Woodshield Exterior**
Specifically engineered for outdoor usage with outstanding UV protection, good flexibility and deep penetration into the wood. It protects the wood 2 times longer than conventional wood coatings.
Choosing your Colour

Beautiful, bright colours aren’t just for the inside of your home!

The colour you choose for your house will decide its character which is a major factor in making it either stand out from or merge into its surroundings.

Jotun, an expert in protection and ascetics provides colours and textures which will help you insure that your first impression is always made positive.

Colour your world with Jotun.
If we don’t have the colour you want, we’ll mix it for you!

You can also choose from our various gloss levels.

Tips and tricks:

For traditional looking houses it is advisable to go for earthy tones similar to those of traditional building materials which were historically used, such as mud.

On the other hand for modern houses, earthy tones and beiges are not recommended, instead use strong colours.

Alternatively, white can be an option for both types.
INSPIRATIONAL COLOURS

We often think of colours as yellow, red, blue and green. We tend to forget that there are many shades in between them which can be mixed and chosen from!

Shades of Blue

Shades of Orange

Shades of Green

Be inspired!
We tend to pay more attention to the details of decorating our houses from the inside but many a time we forget about our exteriors. The exterior of our house is responsible for the first impression we give to people. It is as important as a velvet box is to a diamond or a frame is to any masterpiece painting and thus deserves our attention.

Colours

Highlights:

Having a plain one-coloured house isn’t advised. Choosing different colours for rims, accents, doors and windows can help highlight the house design.

As a general practice, a light colour is chosen for the main walls of the house and a darker shade is chosen for the accents while a contrasting shade is chosen for the rims.

If you’re going for a dark colour you can just do the opposite but ensure that you paint the lighter colours first in order to rectify any mistakes.
INSPIRATIONAL TEXTURES

Make your house unique!

Just like colours, the decision whether to have a smooth or textured paint and the kind of texture to use will determine the identity of your house as well as the impression it leaves.

Based on every application, we can achieve different finishes from the same product.
Achieve a similar result to that of the famous. Only because Jotun has painted them all! Now you too can use various products of Jotun to attain a polished look, just like the remarkable.

Painted by the best.
Jotun has always been at the forefront in terms of developing products specifically suited to local conditions. Be it conventional and specialised coatings or catering to various product segments and demands of different market sectors, Jotun has truly been a single source solution for clients, consultants as well as contractors alike.
FOR A MORE COLOURFUL WORLD, WE’RE TAKING STEPS TO BE GREENER.

Reducing waste
Reducing VOC emissions
Reducing energy consumption
Reducing carbon footprint
Reducing hazardous material

Jotashield Extreme
Reduces temperature and thus reducing cooling energy consumption which extends the life of the structure up to 10 years.

Jotashield Super Durable
Extends the life of the structure by 20 years.

Jotashield Thermo
Reduces temperature which in turn reduces cooling energy consumption.