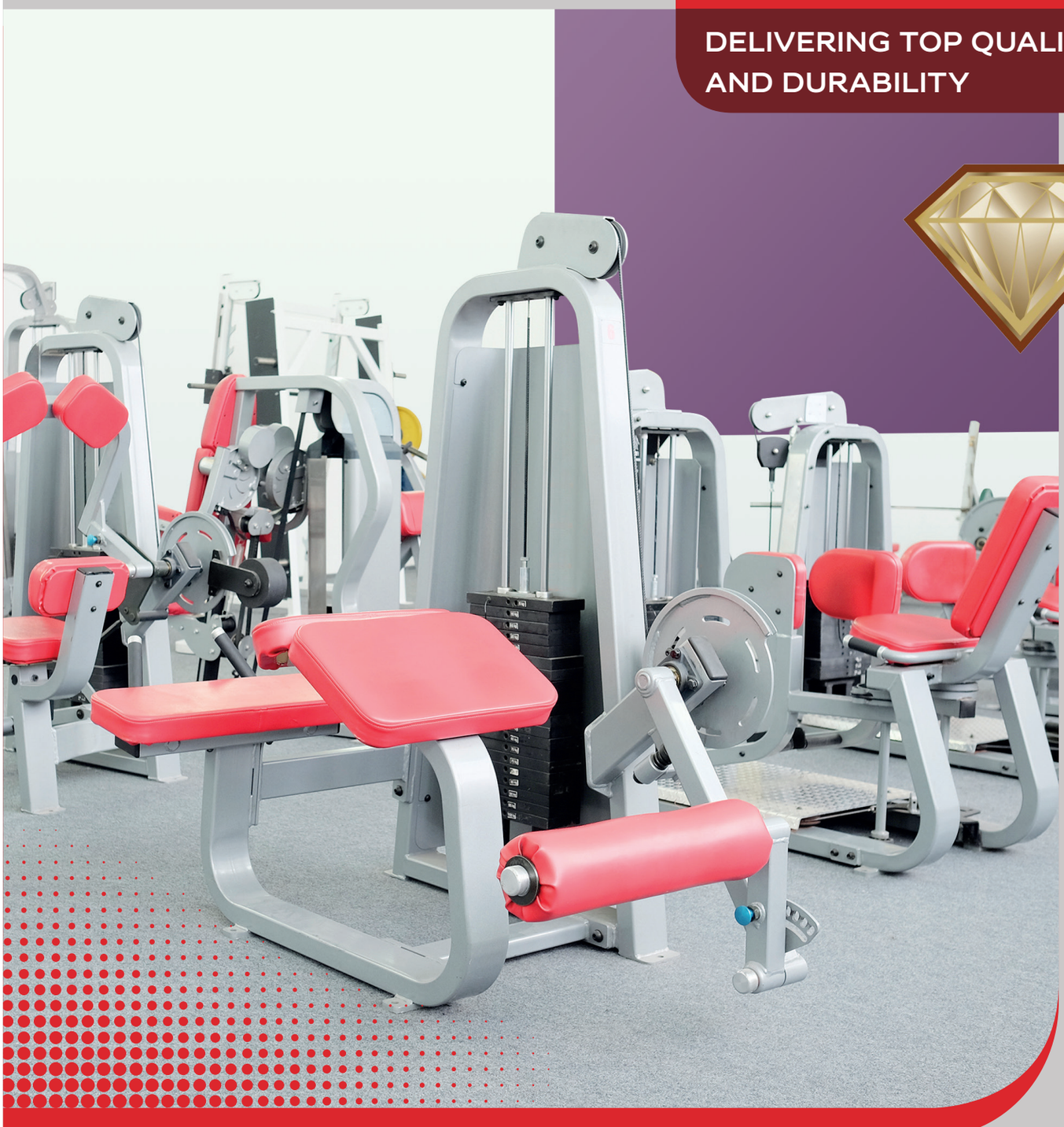
Dulux PROFESSIONAL

DIAMOND SPECIFIER'S GUIDE

DELIVERING TOP QUALITY AND DURABILITY



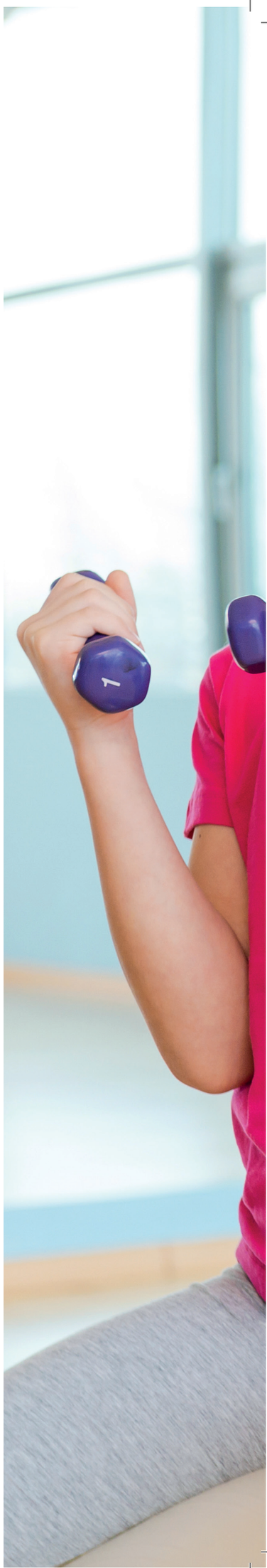
AkzoNobel

DIAMOND DURABILITY CAN DELIVER LOWER COSTS AND LONGER MAINTENANCE CYCLES

When you need a finish that can take everyday wear and tear, shrug off stains, withstand constant cleaning or stay looking good for longer, trust the Diamond range from Dulux Professional to deliver.

Diamond durability has been shown to help lower costs and meet sustainability targets by extending maintenance cycles, reducing the environmental impact of the decorating process. Furthermore, Diamond Technology brings all the advantages of water-based formulations: the finishes are quick drying and low odour, with low VOC content.

The Diamond range is constantly evolving. There's Diamond StainResist, the super durable stain resisting emulsion yet, Diamond SmartLight which reflects twice as much light, Diamond anti-bacteria and odour neutralizing range, plus Diamond A1000 formulated to a flatter matt finish; perfect for hiding surface imperfections.



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DIAMOND AND SUSTAINABILITY

Our Commitment To Doing More With Less

Dulux Professional is committed to Planet Possible, the global AkzoNobel initiative to create a brighter vision for the future by driving innovation; to deliver more value from fewer resources.

Planet Possible is designed to drive innovation and promote radical resource efficiency, allowing ourselves and our customers to realise our sustainability ambitions together. At Dulux Professional we offer solutions that deliver positive sustainability benefits, as well as reducing our products' environmental impact.

We are working to make longer lasting, lower maintenance finishes so that less frequent painting is needed, and we offer water-based alternatives to traditional solvent-based products – a breath of fresh air for everyone involved.
To find out more about our Planet Possible activities and progress, check out **www.duluxprofessional.com.my/pp**

THE DIFFERENCE DIAMOND SMARTLIGHT MAKES

Diamond SmartLight helps you meet building regulations with maximum freedom to choose colours.

Building Regulations are tightening on requirements to meet energy performance of buildings. Besides the need to install and maintain fixtures and fittings that make reasonable provision for reducing the environmental impact of buildings, reducing the size of windows is one way to reduce the overall impact of a building. However, by reducing the size of windows there is a danger of limiting the use of natural light within that room.

Due to the innovative light-reflecting nature of Dulux Professional Diamond SmartLight, it is possible to use colour in a room with reduced natural light and make the room look brighter and more spacious.

Diamond SmartLight offers you an innovative colour range, so for the first time you are not restricted to using just white to brighten up a room. Now you can choose from a wide palette of 26 harmonious colours in addition to white – from the palest of yellows to cool, calm aquamarine.

"In hotels we want to have durable paint in bedrooms, because we need to be able to clean them down, then we can sell the room that evening."

Martin Curtis
Hotel Property Manager

DURABILITY BRINGS LONG TERM BENEFITS FOR BUDGETS AND THE ENVIRONMENT

Choosing Diamond products is a wise investment in the future of your project, as well as a step towards Planet Possible, for two reasons:

1. Longer lasting protection means less frequent maintenance and redecoration over the project's lifetime. Both have an environmental impact.
2. Because of the wider coverage of Diamond products, smaller quantities of paints are required. So ultimately fewer resources and raw materials are used in manufacturing and transporting paint.

A Simple Way To Assess The Environmental Impact Of A Product Is To Ask Three Questions:

WHAT IS IN-CAN?

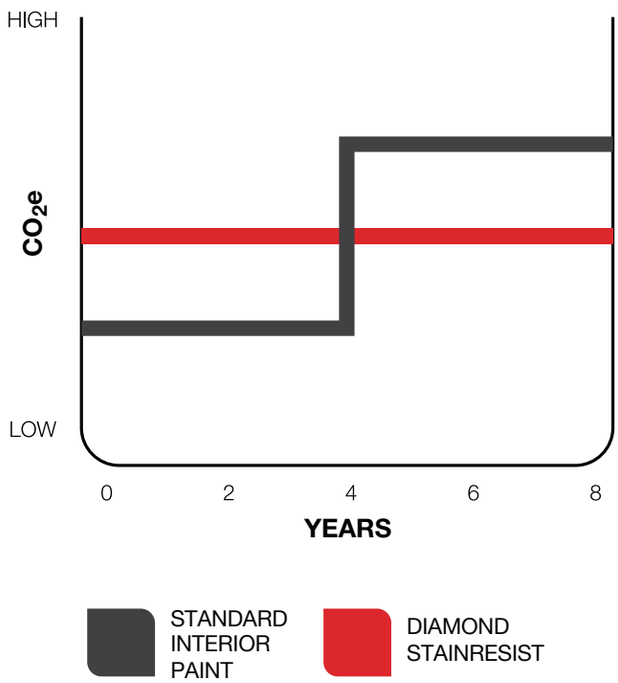
All Dulux Professional products, including Diamond, are assessed using the Environmental Impact Analyser. The findings are used to develop ever more sustainable formulations and processes. Diamond products are also eco-certified to meeting many local environmental standards for paint products.

HOW MUCH PAINT DO YOU NEED?

The opacity and wider coverage of Diamond products minimizes the amount of paint required to deliver an excellent result.

HOW LONG DOES IT LAST?

A longer lasting finish means that less frequent redecoration will be required. For example Diamond StainResist's stay clean technology can extend maintenance cycles to up to 5 years compared to a 2 years cycle with conventional paint.



SPECIFY THE RIGHT DIAMOND PRODUCT

With an comprehensive Dulux Professional portfolio and product range, to help you select the right products for your project needs, we catagorised our products into 4 key segments:

EXTERIOR

Products for Exterior vertical and horizontal masonry surfaces, building boards and the like.

INTERIOR

Products for Interior walls and ceilings.

METAL

Products for metal only and metal & wood substrates.

WOOD

Products for wood substrate only.

DULUX PROFESSIONAL INTERIOR SEGMENT PRODUCT ARCHITECTURE

To give you a clear Navigation Guide to our interior range of products, we structured all our products into 7 pillars, each represented by a pillar-colour. The same pillar-colour coding will be used in our product liveries, product brochures and technical data-sheets for your easy navigation.

Pillar Guide	Definition / Value proposition
Standard Performance	Decorative paint products with standard attributes expected for its category such as opacity, coverage, wearability (including cleanability, mould resistance), and colour fastness.
Enhanced Performance	Decorative paint products with additional performance attributes that are demonstrable, and/or significantly improves the durability & performance level. These typically have special technologies to deliver the additional or higher level of performance eg stain resistance, anti-bacterial.
Productivity	Decorative paint products that reduces time, labour or other resources required to complete the job.
Aesthetic	Decorative products that delivers special effects, textures and finishes.
Specialist	Products with specialised function other than those of a decorative paint eg. fire-protection, waterproofing.
Health and Well being	Products which clearly have a dominant, well-being function (actively improves my environment to improve my life) eg. odour neutralising paint, air cleansing paint, etc.
Predeco	Surface treatment and preparation products that prepares the substrate for paint eg. primer, sealer, putty, filler, screed, skimcoat and the like.

PRODUCT SELECTION GUIDE

Product Pillar	Product Name	Eco-Benefits					Functional Benefits									Finishing			
		Low VOC	Eco-Certification	No added APEO	No added Formaldehyde	No heavy metal	Easy Cleaning	ColourGuard technology	Alkali Resistance	Anti-fungal	Anti-Bacterial	Energy Saving	Stain Resistance	Scrub Resistance	Odour Neutralising	Matt	Sheen	Semi-Gloss	Gloss
Standard Performance	Diamond A1000	✓	SGLS	✓	✓	✓	★	★						★		O	O		
Standard Performance	Diamond Anti-Bacteria	✓	SGLS	✓	✓	✓		★		★	★					O			
Enhanced Performance	Diamond Care	✓	SGLS	✓	✓	✓	★	👍		★	👍		👍	👍			O		
Enhanced Performance	Diamond StainResist	✓	SGLS	✓	✓	✓	★	★					★	👍			O		
Specialist	Diamond SmartLight	✓	SGLS	✓	✓	✓		★				★				O			
Health and Well Being	Diamond Refresh	✓	SGLS	✓	✓	✓		★		★	★			★	👍		O		
Predeco	Diamond Sealer A1000	✓	SGLS	✓	✓	✓			★							O			
Predeco	Diamond Solventbased Sealer A1000				✓	✓			★							O			

★ Excellent performance 👍 Good performance

DULUX PROFESSIONAL DIAMOND A1000 MATT

Dulux Professional Diamond A1000 is a premium quality paint with a smooth and sophisticated matt or sheen finish. It is specially formulated with Dulux Colourguard technology that locks in colours to keep your wall looking beautiful for longer. Suitable for both new and suitably primed existing interior masonry surfaces including brickwork, plaster, cement and wallboards.

PRODUCT FEATURES:

- Matt finish
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified

Product ID: 032-059-0581
Environmentally Preferred Paint

SINGAPORE GREEN BUILDING PRODUCT SGBC LEADER

SYSTEM INFORMATION:

For Wall	Sealer (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Diamond Solventbased Sealer A1000	Dulux Professional Diamond A1000 Matt / Sheen
New and Alkali Surfaces	Dulux Professional Diamond Sealer A1000	

DRYING TIME: 1-2 Hours

COVERAGE: 11m^2 to 12m^2 per litre

DULUX PROFESSIONAL DIAMOND A1000 SHEEN

Dulux Professional Diamond A1000 is a premium quality paint with a smooth and sophisticated matt or sheen finish. It is specially formulated with Dulux Colourguard technology that locks in colours to keep your wall looking beautiful for longer. Suitable for both new and suitably primed existing interior masonry surfaces including brickwork, plaster, cement and wallboards.

PRODUCT FEATURES:

- Highly washable surfaces
- Mid sheen finish with glow of pearl and feel of silk
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified

GreenLabel SINGAPORE
Product ID:032-059-0582
Environmentally Preferred Paint

DULUX PROFESSIONAL DIAMOND ANTI-BACTERIA

Dulux Professional Diamond Anti-Bacteria is a 100% acrylic-based emulsion for use on all interior walls and ceilings. It has a reduced level of Volatile Organic Compound (VOC) emission and low odour. It has the advantages of scrubbability, good opacity and less splattering.

PRODUCT FEATURES:

- Smooth matt finish
- Anti-bacteria properties
- Anti-fungal
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified

Product ID:032-038-0503
Environmentally Preferred Paint

SYSTEM INFORMATION:

For Wall	Sealer (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Diamond Solventbased Sealer A1000	Dulux Professional Diamond Anti-Bacteria
New and Alkali Surfaces	Dulux Professional Diamond Sealer A1000	

DRYING TIME: 1-3 Hours

COVERAGE: 10m^2 to 12m^2 per litre

DULUX PROFESSIONAL DIAMOND CARE

Dulux Professional Diamond Care is a premium interior paint specially formulated with anti-bacterial properties, superior durability, outstanding washability and low odour multi-functional properties. It is suitable for wall, new or suitably primed existing painted masonry and other board surfaces.

PRODUCT FEATURES:

- Outstanding washability
- Anti-bacteria properties
- Anti-fungal
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified

Product ID: 032-038-0501
Environmentally Preferred Paint

SYSTEM INFORMATION:

For Wall	Sealer (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Diamond Solventbased Sealer A1000	Dulux Professional Diamond Care
New and Alkali Surfaces	Dulux Professional Diamond Sealer A1000	

DRYING TIME: 2-4 Hours

COVERAGE: Up to 13m^2 per litre

DULUX PROFESSIONAL DIAMOND STAINRESIST

Dulux Professional Diamond StainResist is a premium quality washable paint for interior walls. It has an elegant sheen finishing and is specially formulated with outstanding scrubbability. Its StainResist™ film technology enable early stain resistance and delay stains from penetrating deep into the paint film. It is suitable for both new and suitably primed existing masonry and building board surfaces.

PRODUCT FEATURES:

- Low sheen finish
- Stain resistance
- Excellent scrub resistance
- Low odour low voc
- Greenlabel certified
- Sirim eco-label certified

Product ID:032-038-0508
Environmentally Preferred Paint

SYSTEM INFORMATION:

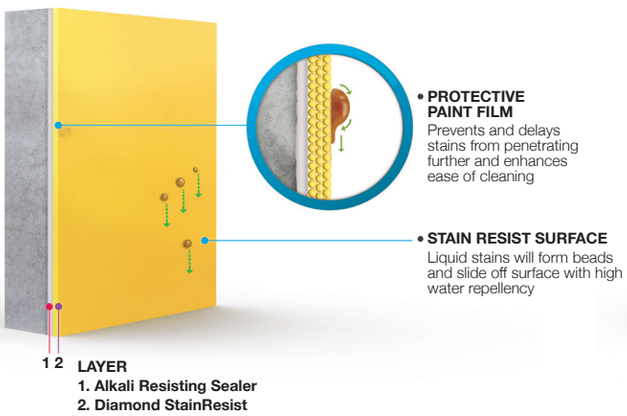
For Wall	Sealer (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Diamond Solventbased Sealer A1000	Dulux Professional Diamond StainResist
New and Alkali Surfaces	Dulux Professional Diamond Sealer A1000	

DRYING TIME: 2-4 Hours

COVERAGE: Up to 13m^2 per litre

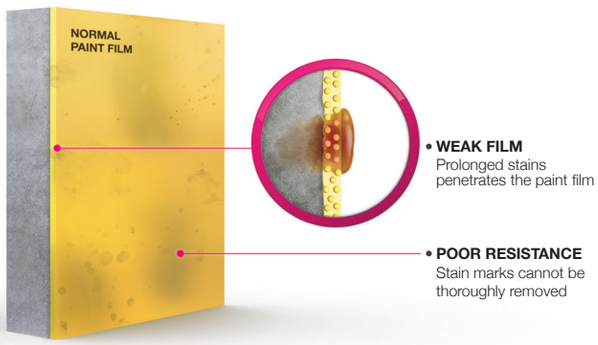
STAINRESIST SURFACE

STAIN RESIST FILM TECHNOLOGY



- **PROTECTIVE PAINT FILM**
  Prevents and delays stains from penetrating further and enhances ease of cleaning
- **STAIN RESIST SURFACE**
  Liquid stains will form beads and slide off surface with high water repellency

1 2 **LAYER**
1. Alkali Resisting Sealer
2. Diamond StainResist



- **WEAK FILM**
  Prolonged stains penetrates the paint film
- **POOR RESISTANCE**
  Stain marks cannot be thoroughly removed

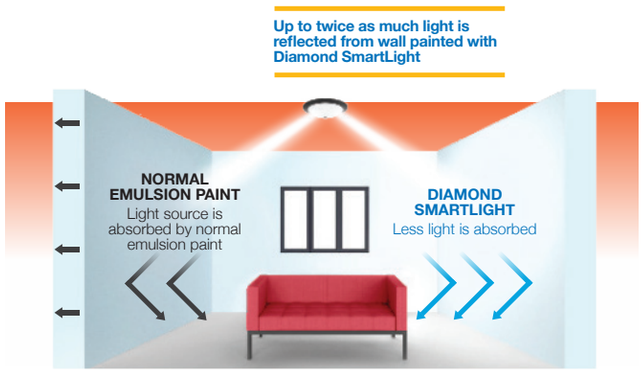
DULUX PROFESSIONAL SMARTLIGHT

Dulux Professional Diamond SmartLight is a premium quality paint formulated with cutting-edge Lumitec™ technology. The coating brings visually enhanced spaciousness to your rooms and increases brightness by reflecting up to twice as much light as regular emulsion paint. It effectively reduces electricity consumption as it requires less artificial lighting. It is suitable for both new and existing suitably primed masonry and building board surfaces.

PRODUCT FEATURES:

- Provides brighter rooms versus normal emulsion paint
- Reflects light up to 2x
- Lumitec ™ Technology
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified

Product ID: 032-059-0579
Environmentally Preferred Paint



SYSTEM INFORMATION:

For Wall	Sealer (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Diamond Solventbased Sealer A1000	Dulux Professional Diamond SmartLight
New and Alkali Surfaces	Dulux Professional Diamond Sealer A1000	

DRYING TIME: 1-3 Hours

COVERAGE: 10m^2 to 12m^2 per litre

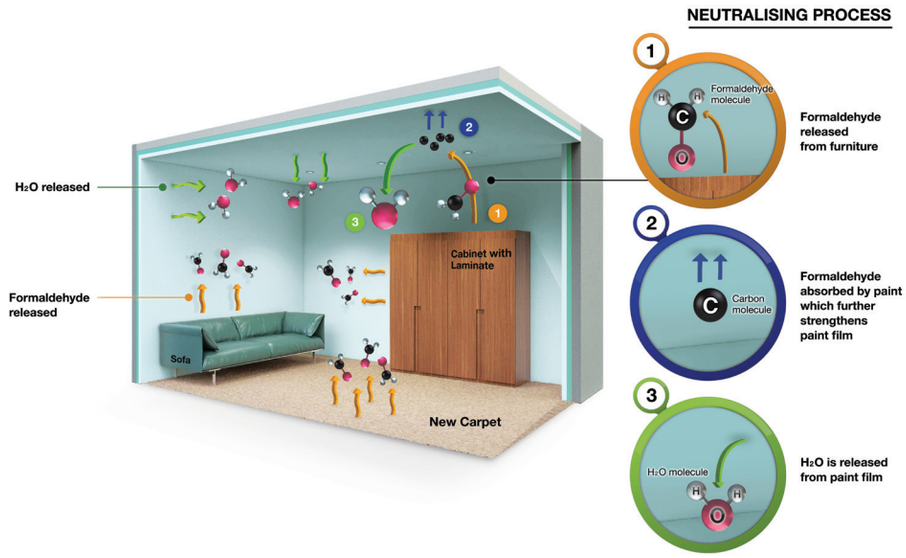
DULUX PROFESSIONAL DIAMOND REFRESH

Dulux Professional Diamond Refresh is a premium quality, odour neutralizing, anti-formaldehyde paint. It basically neutralizes formaldehyde, a common indoor air pollutant. It also comes with fungus and mould resistance making it suitable for all indoor surfaces.

PRODUCT FEATURES:

- Superior washability
- Mould & fungus resistant
- Anti-bacteria
- It neutralises formaldehyde
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified

Product ID: 032-059-0594
Environmentally Preferred Paint



SYSTEM INFORMATION:

For Wall	Sealer (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Diamond Solventbased Sealer A1000	Dulux Professional Diamond Refresh
New and Alkali Surfaces	Dulux Professional Diamond Sealer A1000	

DRYING TIME: 1-3 Hours

COVERAGE: 10m² to 12m² per litre

DULUX PROFESSIONAL DIAMOND SEALER A1000

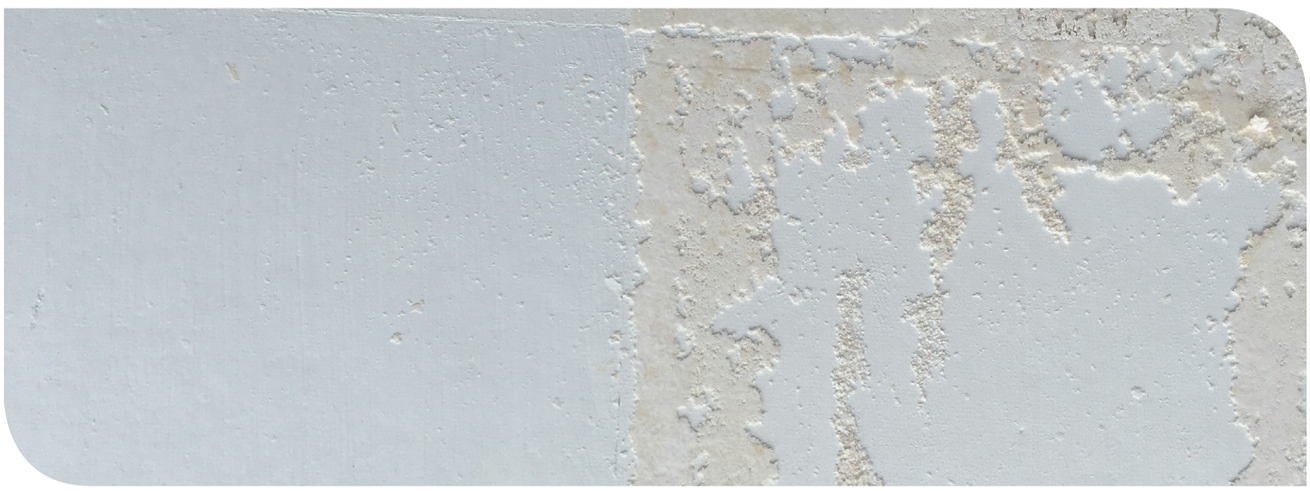
Dulux Professional Diamond Sealer A1000 is a highly effective waterbased alkaline resisting sealer specially formulated for new interior masonry walls. It is specially developed for optimum alkaline resistance and minimal efflorescence that occurs on new walls. It provides good adhesion to the substrate and prepares the surfaces for better topcoat finishing.

PRODUCT FEATURES:

- Excellent alkali resistance
- Excellent efflorescence resistance
- Improves the opacity of subsequent finish paint
- Low odour Low VOC
- Greenlabel certified

GreenLabel SINGAPORE
Product ID: 032-059-0578
Environmentally Preferred Paint

Diamond Sealer Superior Alkali Resisting **Normal System Alkali Attacks Paint Film**



SYSTEM INFORMATION:

For Wall	Sealer (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Diamond Solventbased Sealer A1000	Dulux Professional Diamond Range
New and Alkali Surfaces	Dulux Professional Diamond Sealer A1000	

DRYING TIME: 1-2 Hours

COVERAGE: 8m^2 to 10m^2 per litre

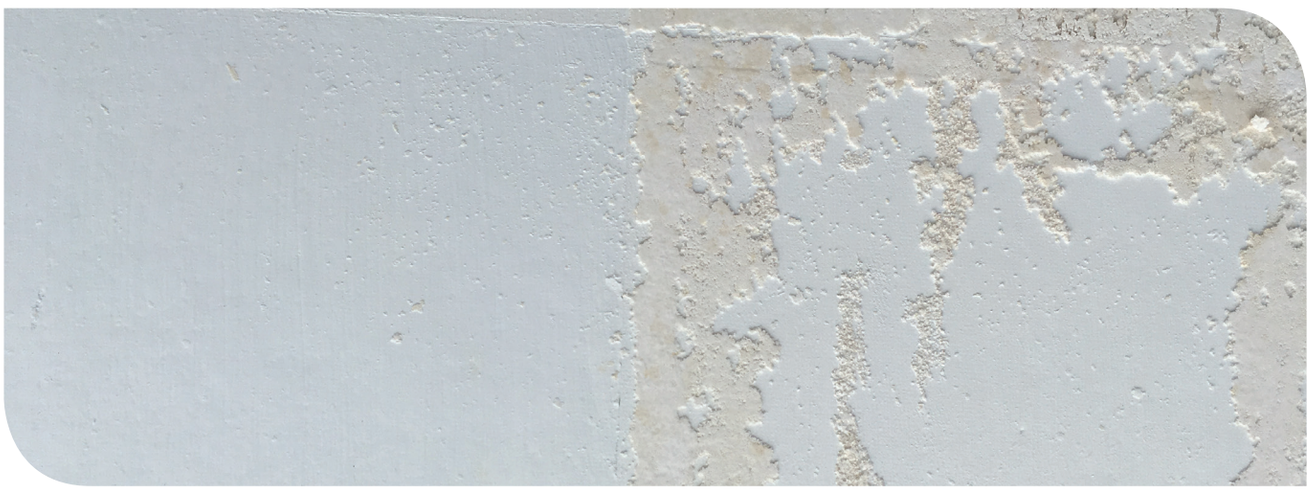
DULUX PROFESSIONAL DIAMOND SOLVENTBASED SEALER A1000

Dulux Professional Diamond Solventbased Sealer A1000 is a high performance alkaline resisting sealer specially formulated for new and existing painted interior masonry and building board surfaces. It provides excellent adhesion to the substrate and prepares the surfaces for better topcoat finishing.

PRODUCT FEATURES:

- Excellent alkali resistance
- Excellent efflorescence resistance
- Promotes adhesion of new paint
- Improves the opacity of subsequent finish paint

Diamond Sealer Superior Alkali Resisting **Normal System Alkali Attacks Paint Film**



SYSTEM INFORMATION:

For Wall	Sealer (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Diamond Solventbased Sealer A1000	Dulux Professional Diamond Range
New and Alkali Surfaces	Dulux Professional Diamond Sealer A1000	

DRYING TIME: 4-5 Hours

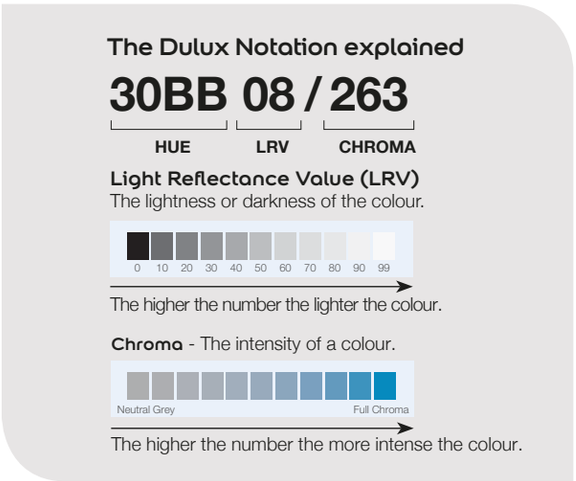
COVERAGE: 8m^2 to 10m^2 per litre

USING DIAMOND COLOURS TO CREATE INCLUSIVE ENVIRONMENTS

The Dulux Professional Diamond range makes it possible to achieve a range of finishes using thousands of colours as well as delivering a highly durable, water-based, quick drying solution.

What is LRV?

LRV is a 99-point index used to measure the degree to which a colour reflects light. The higher the LRV, the paler a colour appears because it reflects more light. The LRV of every Dulux Professional colour is clearly indicated in its Colour Palette notation. For example, the colour 10GY 39/136 has an LRV of 39.



Choose from an extensive Palette

All paint finishes in the Dulux Professional Diamond range are available in a remarkably wide range of colours: the entire Dulux Professional palette with the exception of a few deeper shades. This means that whichever product or combination of products you choose, it is easy to achieve the most durable colour combinations.

TRACK RECORD

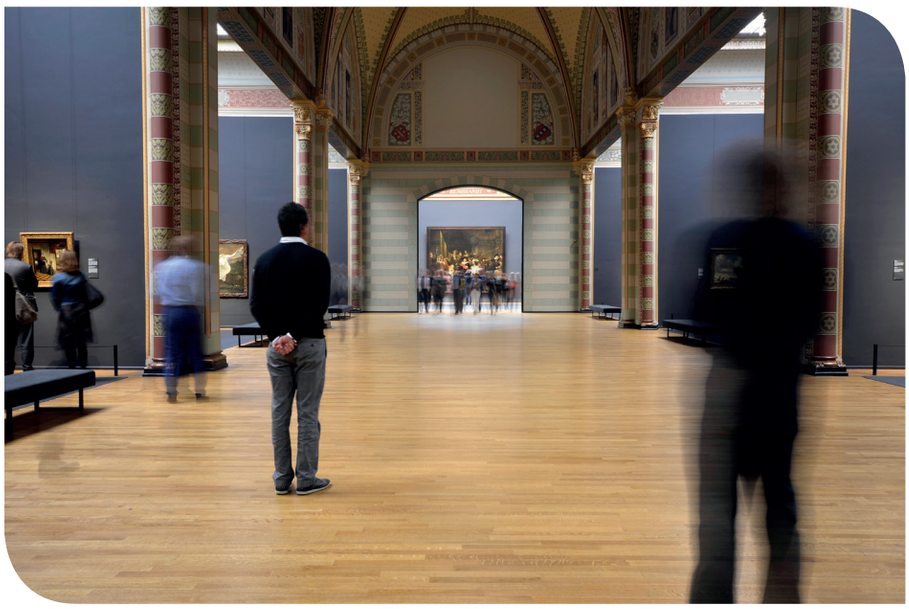
Radission Blu Hotel

Parrk Ventures
Ecoplex Building

TRACK RECORD

Bitexco
Financial Tower

James B. Hunt
Jr. Library



Rijksmuseum

Ibn Battuta Mall

Dulux™
PROFESSIONAL

Providing Services And Support You Need

SITE SURVEYS
Our Project Sales and Specification team can carry out a site inspection to assess the current condition of surface coatings, help with identification of difficult substrates and advice on extending maintenance cycles.

SPECIFICATION WRITING
Dulux Professional offers full specification support tailored to your individual requirements. This will ensure that correct preparation is highlighted and the products specified are the most appropriate for the location, environment and substrate type.

COLOUR SERVICES
Dulux Professional Colour Consultants can provide help and advice on colour scheme recommendation and visualization with Colour Previews.

CONTRACT PARTNERSHIP
In addition to our dedicated Project Sales and Specification teams, we work in partnership with quality Contract Partners to ensure delivery of quality finish, usage of materials as designed, and on time completion for your projects.

ON SITE MANAGEMENT
During the course of the work, site visits can be made to ensure that work is being carried out correctly and in accordance to the specification. This includes verification of work from surface preparation to satisfied completion and providing the necessary solutions to issues arise on site.

HEALTH AND SAFETY
We can help and advice on Health, Safety and Environment issues relevant to the use of Dulux Professional products.

To discuss further the specifics of your project and how Dulux Professional can help you, contact your local Dulux Professional Specification Manager or email us.

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Planet Possible™
www.duluxprofessional.com.my/pp

At Dulux Professional. we believe by working with our customers we can reduce waste and do more with the resources we have. Together we can create a better future for our planet. Join us at www.duluxprofessional.com.my/pp