دهانات الجزيـرة
Jazeera Paints

Technical Data Sheet
JAZEERA NOVEL CHARM
JA- 15045

Description:
A high quality water borne paint, with ideal gloss level, based on 100% pure acrylic, designed by unique technology to offer scrub resistance with excellent stain removal properties and crack bridging ability.

Recommended Use :
Recommended use as a finish coat for interior applications on on concrete, cement, gypsum and brick surfaces, in elegant, luxurious places and high end areas such as palaces, hotels, houses, halls, residential complexes and all crowded interior areas where high stain resistance and hygienic properties are required.

Characteristics :
- Outstanding stain resistance.
- Optimum Continuous washability.
- Excellent resistance to microbes (bacteria & fungi).
- Excellent scrub resistance.
- Long-lasting color retention.
- Flame spread resistance.
- Hygienic and odorless.
- Excellent hiding power.
- Crack bridging ability.
- Good alkali Resistance
- Comfortable visual gloss level.
- Perfect leveling and smoothness.
- High spreading rate.
- Free from VOC, formaldehyde, ammonia and APEOs.
- Environmentally responsible.

Physical Constants:

• Finish	Matt, ideal gloss level.	
• Color	White and other colors of "Jazeera color card".	
• Specific Gravity	1.19 @ 30°C	ASTM D1475
• Viscosity	95 KU @ 30°C	ASTM D562
• Volume Solid	42 ±2 %	ASTM D2697
• D.F.T.	30 - 50 μ each coat	
• Theoretical Spreading Rate	8.4 - 14 m^2/L	
• Freeze-Thaw Stability	Pass, 3 cycles	ASTM D2243
• Heater Stability	Pass 30 days at 50°C	ASTM D1849

Tests:

• Wet Scrub Resistance	Pass 15000 cycles	ISO 11998 / DIN 53778	Wimpey Laboratories - Dubai
• Water Vapour Transmission	Pass	ASTM E76/E76M-16	Wimpey Laboratories - Dubai
• Water Resistance	Pass 24hours@38°C	ASTM D870-15(2020)	Wimpey Laboratories - Dubai
• Water Resistance	Pass 500hours@38°C	ASTM D1735-14	Wimpey Laboratories - Dubai
• Water Resistance	Pass, 7 days	ASTM D1735-04	
• Alkali Resistance	Pass, 7 days (5 % solution)	ASTM D1308-02	
• Salt Resistance	Pass, 7 days (5 % solution)	ASTM D1308-02	
• Adhesion	Pass	ASTM D3359-2	
• Flexibility	Pass, 6mm. Diameter	ASTM D522-93a	
• Anti-bacterial	Pass	JIS Z 2801:2010	AM Solutions-Poland
• Fungal Resistance	Pass	BS 3900: PART G6	AM Solutions-Poland
• Flame Spread Resistance	Class 1	ASTM E84	Exova-Warringtonfire Canada
• VOC:	2.6 g/L	ISO 11890-2:2020	METS , UAE
• VOC Emission After Application	Pass	LEED Requirements - Ver.4	METS , UAE
• Crack bridging	Pass crack width 1.78mm	EN 1062-7:2004	METS , UAE

Issued: 11/2026

Technical Data Sheet
JAZEERA NOVEL CHARM
JA- 15045

Surface Preparation :
• All new surfaces shall be cured at least 28 days prior to application of the primer.
• Remove old paints completely from previously painted surfaces.
• The substrate should have sufficient strength and free from unsounded areas, pug holes, protrusions and pops.
• Make sure that the surface is clean, dry, free from dust, oil, grease, salt and mold.
• Fill the holes and cracks with suitable fillers such as "Jazeera Ultimate", "Jazeera Unique Filler" or "Jazeera Epoxy Crack Filler 400" prior to application of the primer (Refer to TSD).

Application Guide :
1. The required temperature during application, must not be less than 5°C; the surface moisture should not exceed 8% and the relative humidity at work place should not exceed 70%.
2. pH of surface should not exceed 9.
3. Paint should be stirred carefully before use.
4. A suitable quantity of "Tap Water" can be added to get reasonable viscosity for application.
5.Do not apply on wet and moistened surfaces until completely dry.
6.Do not apply the next coat unless the previous one is fully dry. Minimum recoating interval time should be followed.
7. Adequate ventilation should be provided during application.

Application Tools :

Airless spray	: Nozzle orifice	:	0.015-0.021"
	Nozzle pressure	:	15 MPa (2100psi)
	Spray angle	:	40-80°.
Spray gun	: Recommended nozzle size:		(1.5 – 1.8) mm.
Roller	: Soft and smooth roller (Recommended type: Dekor Nardeen 8009 - code: 1093)		
Brush	: General / Normal type		

Thinner :
Tap water.

Thinning Ratio :
• (0 - 10) % by volume for airless spray gun applications.
• (15 - 25) % by volume for spray gun applications.
• (10 – 15) % by volume for roller & brush applications.
It depends on the weather conditions at work place.

Painting System:
• Apply one coat of "Jazeera Green Prime" or any other suitable primer from Jazeera Paints, depending on the surface nature.
• Apply two coats of "Jazeera Green Putty".
• Apply two coats of "Jazeera Novel Charm".

Drying Time:

Surface dry	: 1 hour.
Hard dry	: 4 hours.
Recoating interval	: 8 hours. (minimum)
Full cure	: 7 days.

All above results according to ASTM D5895 @ 25°C.

Cleaning Tools :
Tap water.

دهانات الجزيـرة
Jazeera Paints

Technical Data Sheet
JAZEERA NOVEL CHARM
JA- 15045

Packing:
1 US Gallon.
18 Ltrs. Drum.
Gallon: Base 3 Ltr. (tint able base by coloring machine).
Drum: Base 16.2 Ltr. (tint able base by coloring machine).

Shelf Life & Storage:
Shelf life : 24 months @ 25 °C.
Storage: The container should be sealed and kept in dry, cool & well-ventilated place and stored in accordance with national regulations.

Safety Precautions:
Please read and follow the precautionary notices displayed on the container, and all caution statements on the MSDS of this product.
• Handle with care before and during use.
• During application of paint, contact of liquid paint with eyes, skin, inhalation of paint mist and paint vapour, should be strongly avoided.
• Recommended to use the product in well-ventilated area when applying the paint in insufficient ventilated areas, forced ventilation should be provided.
• Keep away from the reach of children.
For environmental safety: please donate the leftover paint and packaging to your local authorized institution for usage or recycling purpose.
Note: Wastes and empty containers should be disposed of in accordance with local regulations made under the Control of Pollution Act and the Environmental Protection Act.

Disclaimer:
To the best of our knowledge the technical data listed herein is true and accurate up to publication date and is subject to change without prior notice. User must contact Jazeera Paints Company to verify of any modifications before specifying or ordering the product. Thus, information given in this sheet is not intended to be exhaustive and any person using the product other than the recommendations in this sheet or without reverting to our Jazeera TSD, he should take his accountability in this connection.
As we are not capable to control the quality and the substrate's conditions as well as the factors that affect on using, or applying the product, so we never give any written or implied guarantee in these documents, but we guarantee our products to conform to Jazeera quality while we assume no responsibility for coverage, performance or injuries resulting from application. Liability "if any" is limited to replace the products mentioned above.