

ICARO

Highly washable water-based acrylic wall paint based on polysiloxanes with low emission of volatile compounds, for indoor use.



made in italy



GET MORE DETAILS

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Gruppo rem



Evoque™

pre-composite polymer by <http://client.dow.com/sanmarco>

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Formulation technology EVOQUE™ 1310 based on polysiloxanes

Evoque™

pre-composite polymer by <http://client.dow.com/sanmarco>

It represents the most ambitious research for the boundaries of performance through sustainable paths.

EVOQUE™ 1310 is a pre-composite acrylic polymer free of VOC and formaldehyde. Its innovative technology allows to "wrap" the particles contained inside the coating, whether titanium dioxide or pigments in general, allowing for optimum dispersion of the same. This results in a greater coverage and uniformity of the finish achieved, white or colored.

High performances

ICARO is characterized by:

- **high coverage** also with the particular intense shades (class 2 with a spreading rate of 8 mq/l according to ISO 6504-3);
- **very high resistance to washing** (class 1 according to ISO 11998);
- **high opacity** (< 5 GU according to EN ISO 2813, very matt);
- **very low content of volatile substances.**



Life Cycle Assessment (LCA)

The importance of ICARO from the point of view of sustainability: focus placed at 360°, starting from the choice of raw materials and focusing on the quality of the air we breathe, at a distance of one month from the painting of our house. Attention also certified by LCA (Life Cycle Assessment), where it has been verified the "environmental performance" of ICARO considering the raw materials used, their transportation, the industrialization of the product, the packaging, the distribution, the use and disposal of the packaging. The use of the technology EVOQUE™ has allowed a better efficiency in the use of titanium dioxide, pigments and fillers, optimizing the use and improving the environmental footprint of the product.



Carbon Footprint: 2,51 kg CO₂
Virtual water: 71,9 l of water



Applicative and environmental comfort:



ICARO adopts **EVOQUE™ 1310**, innovative polymer that ensures the maximum comfort for both the painter, and for the end user of the environment that is painted.

- **Best "applicative comfort"**: the presence of polysiloxanes lengthens the workability time and facilitates the dispersion of the particles of titanium dioxide and various pigments determining a fine, matt and homogeneous aesthetic appearance, characterized by high coverage, even in very intense shades.
- **Best "living comfort"**: due to the minimum content of volatile and semi-volatile compounds in a closed environment. ICARO is classified in category A+ according to the French legislation in force as regards the Indoor Air Quality:



A+ ensures a very low content of volatile substances.

Special aesthetic effect
and whiteness, high
coverage, extremely
resistant to washing,
high level of healthy
living indoors.



Highly washable acrylic water-based paint with polysiloxanes
low emissions of volatile compounds for indoor use.

High performance water-based paint with **excellent whiteness and high coverage, extremely high resistance to washing and low dirt retention.**

Easy to apply, highly durable even.

ICARO realizes finishes with special aesthetic effect and particularly fine, matt and uniform outward, characterized by high coverage, **even in very intense shades.**

Innovative formulation technology with low content in volatile compounds, **formaldehyde-free** and from **added plasticizer**, ICARO offers a high level of comfort indoors.

Indicative spreading rate: 8-10 m²/l per coat.

Number of coats: 2.

Tools: brush, roller, spray and airless gun.

Dilution: with water. By brush at 30-40%; by roller at 25-30%.

Available in packages of 15 - 4 and 0.75 liters, white and tintometric bases, tinted with Marcromie tinting system in a wide range of colors.

AWARDED TECHNOLOGICAL REVOLUTION

The technology **EVOQUE™** of **Dow** was awarded in 2013 the prestigious American prize, the U.S. Presidential Green Chemistry Challenge Award.

From the research of the laboratories **Dow** and **Colorificio San Marco** was created ICARO, water-based wall paint with high performances and low Environmental impact, also for what concerns the comfort of environments in which we live.

Colorificio San Marco, Italian leading company in the production of paints and varnishes for the building sector, is the manufacturer in Italy that provides the technology **EVOQUE™** of Dow through the product **ICARO**.

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