

WHAT IS THE NEXT GENERATION OF PAINT?

It is possible that many of us learned our very first paint skills in childhood. Nothing can compare to the feeling, when your parents were doing a repair job, and they entrust you with a brush. You have an instinct with a sense of self-worth, dip it into the paint bucket, and then begin to paint a door or a windowsill with hesitating strokes. Suddenly, you find it easy, and then you are surprised to see how quickly paint comes off the brush, and the surface becomes shiny and smooth. Then the first disappointment overtakes you: even a slight touch to the freshly painted door, not only leaves a handprint on it, but also on your hands.

Well, when will it become dry?! The smell of paint at first had seemed to be so pleasant and “tempting” and in half an hour you stop painting, and you have a headache from the paint...

Because of these sorts of things, traditional alkyd enamels with organic solvents begin to lose their leading positions to other materials in paint and the lacquer market. Very much used by consumers Pentaphtol enamels, which predominated in the stores since the mid 60's, are slowly becoming history. What a pity! Paint-and-lacquer coatings based with alkyd resin has a number of remarkable properties: high hardness, excellent adhesion to wood, beautiful appearance and durability.

If we could only find a way to keep all the advantages of alkyd enamels, and reduce the drying time as well as get rid of strong odors.

This method has been found.

ESKARO offers to this season a new product: WINDOORA enamel for painting wooden windows and doors. When creating this enamel, chemical-experts and technologists of the company had to change their traditional philosophy of alkyd systems. As an organic solvent causes the strong odor of traditional alkyd enamels and lacquers, getting rid of this specific "flavor" can be done only cardinally. We need to get rid of the use of this solvent! The WINDOORA has implemented this technique with success! The polymeric binder (alkyd resin macromolecules) is not dissolved in white spirits or toluene, but is emulsified (uniformly distributed) in the form of tiny particles in the water.

This replacement has allowed achieving a remarkable compound of valuable consumer properties and excellent performance in the new enamel:

1. Almost complete absence of the odor.
2. Possession of nice gloss still the great effect of any traditional alkyd paints
3. Combination of durable hardness of the product coating with a high elasticity. Thought, both hardness and elasticity changes little during the operation, i.e. enamel coating ages very slowly, providing long-term protection of the wood.
4. But the most important thing, is the drying time of the paint. Now there is no need to wait days before checking to see if the whether paint will dry with no fear. In 5-6 hours the WINDOORA will dry without sticky residue!
5. In addition, the enamel has magnificent anti-blocking properties. When translating from the professional “paint” language, this term means, that there is no need to arm oneself with a chisel or a screwdriver every time you need to open a newly painted window. When drying, enamel coating completely loses its stickiness.

The above listed properties allow the using of WINDOORA not only for painting windows and doors, but also providing application versatility of the enamel.

You can paint a metal fence with it. By adding a bit of creativity and feeling as a designer, you can easily renew your garden furniture. Even more, the WINDOORA can be easily tinted or changed into many colors by utilizing the Eskarocolor system, and toning colors.

I would like to add one more aspect of the WINDOORA enamel. In recent times, we became accustomed to the word “eco” and have, unfortunately, no complete grasp of the concept. So the WINDOORA is an ECOLOGICAL enamel.

The enamel does not emit toxic fumes to the atmosphere, when using it, it is safe for storage, and it is non-combustible and non-flammable. After using WINDOORA, your paintbrush can be washed with plain water. The WINDOORA enamel corresponds with the EU standards on the content of volatile organic solvents in

paints for 2010.

Do not trust paint makers who assure that the product consists only of good things. For a number of positive properties of paint, you have to sacrifice something:

- WINDORA is not the least expensive variant of wood paint, and you may not want to paint the old shed with its use. But we have lost the desire to trust cheap goods, and we know that there is no good quality at low cost.

- WINDOORA does not relieve your need for a competent preparation of any surface to be painted; the benefit is that is a wide range of ESKARO primers and antiseptics that will do this quite easily.

You may be easily convinced of the merits of the WINDOORA. Simply take a brush, dip it into enamel, paint a wooden board, and look how easily the corners are filled with paint, how great it covers the surface. And the most important thing: you will still feel the joy of job you have done with your hands!

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