

Engineered to Endure

A Guide to Specifying High Performance Paint



taubmans.com.au/colourgalaxy

Introduction

For a large number of Australian designers, specifying paint for a project starts and ends with just one consideration – colour. Designers will tend to stick with what they know, and as such, little thought is given to other critical performance elements.

With the Australian paint market having been dominated by a small handful of brands for over a century, there is a common misconception that there is little difference between the popular brands offerings. This could not be further from the truth.

However, specifying paint is not just about specifying colour, and the properties and quality of a paint are just as important as any other building element where high-performance is desired.

With the Australian design market more competitive than ever¹, specifying a paint that performs is important for avoiding dissatisfied clients and a damaged reputation.

The performance of a paint is benchmarked on four key attributes: opacity, application, maintenance, and gloss level, and each must be taken into account when specifying high-performance, high-quality paint. The Taubmans Endure range of premium paints has been engineered to meet or exceed the performance requirements of modern design, excelling across all four of these attributes.



Opacity

The opacity or hiding power of paint is its ability to hide the surface of a background². Opacity is particularly important when painting on or over dark surfaces. Dark colours will show through if the opacity is too low, whereas paint with a high opacity will completely hide the background.

Taubmans Endure possesses excellent opacity levels when compared with other leading paint products on the Australian market, enhanced even further by its superior application properties.

Application

Application is the measure of how well and how easy the paint is applied to the wall. Good application will mean that minimal effort is required to roll and brush the paint on, and the paint will dry evenly with little or no roller or brush marks. The smoother and easier a paint is to apply will mean a less number of coats needed to get the job done, saving time and money.

Application can influence other properties, including the opacity. A thinner paint will apply well but can compromise the opacity, and will require more coats to hide backgrounds. A thicker paint may have better opacity but will have inferior application, with the possibility for paint sagging, running, bubbling and blistering.³

The superior application properties of Taubmans Endure make it exceptionally easy to apply and leaves every paint job with a professional finish.

Maintenance and durability

The maintenance requirements and durability will determine the life-cycle costs of the paint. Good quality paints have a long life on interior surfaces and repainting is generally only required when staining or soiling has occurred or when there is a desire for a new colour. External painting has more variables that will influence the life-span including the environment, nature of the material painted, level of surface preparation and the quality of the paint⁴. There are three main attributes that will determine the level of maintenance required for paint.

- **Stain resistance:** Stain resistance is a product's ability to resist all types of stains soaking into the paint film and leaving a permanent mark.
- **Scrub resistance:** Scrub resistance is simply a product's ability to withstand abrasion. It is measured by the number of scrubs it takes to completely remove the paint from the wall. This is not a reflection of stain resistance or ease of washability.
- **Washability:** Washability refers to the appearance change on the painted film after it has been washed in a soapy solution. It is measured by the percentage change in gloss.

With excellent stain resistance, high scrub resistance and excellent washability, the performance of Taubmans Endure under these challenging maintenance requirements puts it at the forefront of paints for longevity and durability, whilst still maintaining an exceptional quality of surface finish.



Specifying a paint that possesses excellent application, opacity, gloss and maintenance properties is crucial

Gloss

Paints are available in a range of seven gloss levels from matte to high gloss⁵, and the choice on the gloss level will be decided dependent on the desired finish⁶.

The application must be taken into account in regards to acceptable gloss levels, as a gloss level that is too high will highlight any imperfections of the substrate to which it is painted. A paint with low gloss will be less reflective and hide imperfections but can be more difficult to maintain.

The Taubmans Endure range is available in a wide range of finishes, from matte to gloss, making it ideal for almost every application including internal or external usage on any residential or commercial project.



Specifying high performance paint

Specifying a paint that possesses excellent application, opacity, gloss and maintenance properties is crucial to both the short and long term success of a project.

While many of the leading paint brands on the market satisfy one, two or even three of these attributes, only the highest quality paints will meet the requirements for all four, providing maximum coverage in fewer coats and are long-lasting, resulting in fewer repaints.

Taubmans Endure has been engineered to meet the demands for all four key performance indicators. Engineered with Nanoguard® technology, meaning that it is comprised of both small and large particles that form a strong protective barrier to protect walls and make it easier when it comes to washing and scrubbing, while retaining a perfect finish. Combined with its stain resistance properties, Taubmans Endure™ is also able to withstand a

high level of abrasion when scrubbed, while the appearance of the paint finish remains impeccable when washed in soapy solution. This is ideal for a range of environments from education, retail and hospitality through to housing as the paint finishes need to endure throughout high levels of traffic and the subsequent regular cleaning that occurs.

For architects and designers, Taubmans can help bring a personal touch to any project. No matter the project size, Taubmans experienced commercial team is committed to supporting architects, specifiers, engineers, builders and developers at every stage. The Taubmans team can provide professional advice, onsite inspections and tailored specifications to ensure the right finish for every substrate.

Taubmans, helping professionals optimise aesthetic and design choices to make the job easier from conception to completion.



REFERENCES

- ¹ <http://www.architectureanddesign.com.au/news/does-australia-have-too-many-designers>
- ² <http://www.corrosionpedia.com/definition/631/hiding-power-hp>
- ³ <http://www.mpa.org.au/wp-content/uploads/2014/06/AS-NZS-2311-2009-Guide-to-the-painting-of-buildingsMPT.pdf>
- ⁴ <http://www.mpa.org.au/wp-content/uploads/2014/06/AS-NZS-2311-2009-Guide-to-the-painting-of-buildingsMPT.pdf>
- ⁵ http://www.mpi.net/mpitraining/level1/standards/MPI_Gloss_Levels.asp
- ⁶ <http://www.mpa.org.au/wp-content/uploads/2014/06/AS-NZS-2311-2009-Guide-to-the-painting-of-buildingsMPT.pdf>

