

# Crown Granite Finish Paint

## An Insight Into The Newest Crown Paints Innovation



Here is everything you need to know about Crown Granite Finish Paint, its properties and why it is the latest innovation everyone will be on the lookout for:

### a) What is Crown Granite Finish Paint?

This is a new generation of environment-friendly, water based and high efficiency stone imitation paint. It imitates the effects of granite stone with a smooth finish without mining many stone mountains as a result saves on natural resources. The granite effect is achieved using high end Silicon German technology and can be applied on almost any surface.

### b) What really drove Crown Paints to innovate this product?

The first thing that draws one to a house is the paintwork/colors and effects. In the endeavor to look exclusive architects, contractors, quantity surveyors and homeowners are constantly looking for new painting solutions that are not only aesthetically pleasing but also have protective properties for their interior and exterior surfaces. Our target market is also looking for a paint that brings natural beauty, texture and style to people's homes. These are the insights behind the launch of Crown Granite Finish Paint.

### c) What are the key benefits that comes with Crown Granite Finish Paint?

The new paint comes in a four-pack paint system which includes Granite Undercoat, Granite Flakes, Granite Bonding Agent and Granite Silicone Topcoat. It is super weatherproof, water and dust resistant, retains color, bridges cracks, and is non-combustible. It is specially designed to care for the environment as it has low volatile organic compounds with no added heavy metals such as chrome, mercury and lead.

### d) Who is Crown Paints targeting for this new product?

Our main target are the architects, contractors, quantity surveyors and homeowners who desire a premium finish without mining many stone mountains and saving natural resources. Currently the country is experiencing an increase in residential and commercial projects, and we anticipate the product will tap into this growing property market as it offers multiple surfaces application.

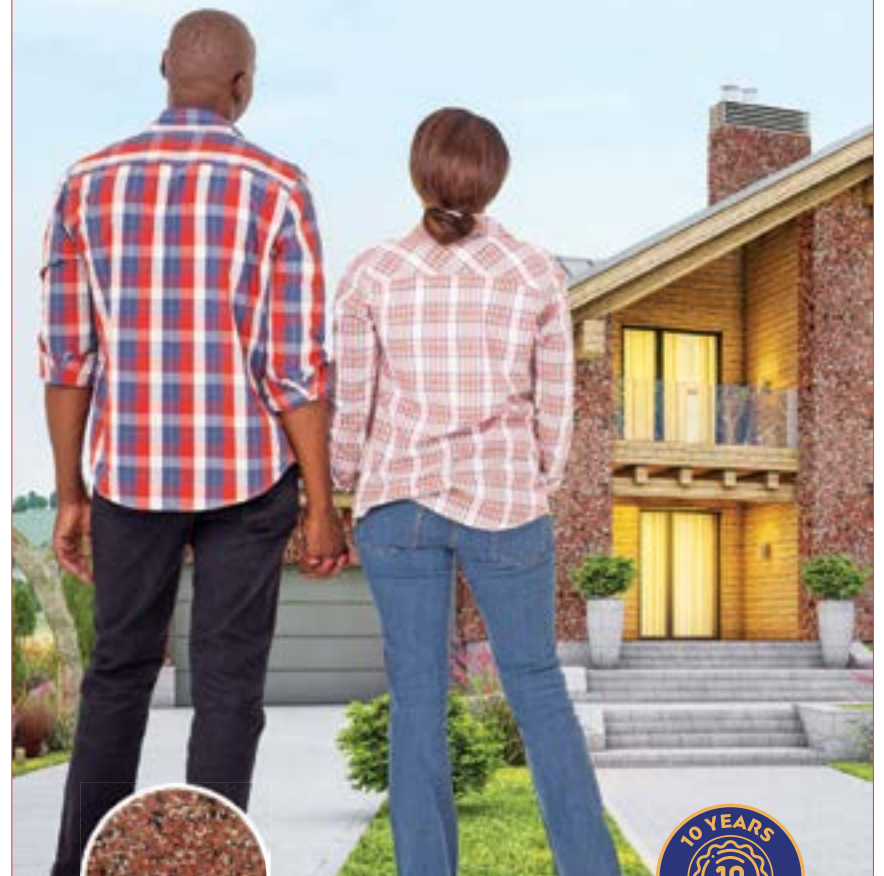
### e) What is so unique about the product that makes it stand out in the market?

High-end Silicon German technology has been employed in manufacturing this paint to achieve a granite effect which can be applied on any surface such as wood, plastics, gypsum boards, metal, concrete and bricks. Granite countertops, slabs and tiles have become a popular way of bringing natural beauty, character, and style into people's homes. However, natural granite is quite expensive, heavy and requires a lot of care to remain appealing. Crown Granite finish paint is 100 percent an alternative to natural granite and it costs only a fraction of the price of natural granite. It is also exceptionally good for both interior and exterior surfaces.



# GRANITE FINISH PAINT, PAINT YOU CAN'T STOP STARING AT.

Protect and enhance your interior and exterior spaces



Multi-surface application



Non-combustible



Super weatherproof



Water repellent



Eco friendly



Dirt resistant



VARIETY OF COLOURS AVAILABLE

A quality product from the King of Paints

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