



DESIGNER PAINTS

PRESENTED BY

ARRCOAT

PRODUCT GUIDE

A DEEP DIVE
INTO THE
WORLD OF
DESIGNER
PAINTS

FIRST LOOK:

VENETIAN
TEXTURES
MADE IN
INDIA

PASTEL PICKS!

SUIT YOUR
SELF!

10 YEAR WARRANTY
WATER RESISTANT
SCRATCH RESISTANT
WASHABLE
AFFORDABLE
SUSTAINABLE
ALL NATURAL
WALLS
SURFACES
PANELS
COLLECTIONS
ARTISTIC
EXTERIOR
INTERIOR
0 VOC

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1 product, endless finishes. Achieve any design known to man with the ARRCOAT ECO-system products.

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BECOME A DEALER

All your needs and questions answered here. Join our family and get beyond the world of regular paints.

JOIN AS AN INVESTOR TODAY

Interested as joining in as a partner? Let's connect!

TROWEL

A plain sheet of metal that holds the paste of the paint and used as the first tool of application on any type of surface. It is used to render the surface plain and smooth.



SCRAPPER

Think of this as the brush equivalent of a texture paint. This tool helps to give directions and set the tone of the wall. It dictates the heaviness of the texture and manipulates the tone.





THE AUTHENTIC VENETIAN CONNECTION

The Bellinis and their peers developed a particularly Venetian style of painting characterized by deep, rich colors, an emphasis on patterns and surfaces, and a strong interest in the effects of light.

There is no wonder why this style happens to be one of the most popular in today's architecture as well. The changes in tonality and focus on precision has allowed our walls to have a much bigger role in setting the tone of each room rather than just sitting plain with a pastel covered sheet.

Surfaces with such an appeal also come with their own personality similar to that of its owners.

TALKING MARBLE, LIME & WALLS

A marble powder and limestone based decorative coating material which replicates natural stones, concrete, and marble like waxed finishes.



There is an enduring and increasing appreciation for natural materials in design. There's a growing focus on blurring the architectural line between indoors and out. And Polished Plaster is quite literally the earth on your walls.

Polished plaster is a common term for the finish of some of the new and updated forms of traditional Italian plaster finishes. The term covers a whole range of decorative plaster finishes - from the very highly polished Venetian plaster and Marmorino to the rugged look of textured polished plasters.

100% NATURAL

ARRCOAT Polished Plasters are made from marble dust and/or marble chips to create the unique look of each finish. ARRCOAT develops and manufactures all its own brand materials in India and over the years has progressively honed its formulas to increase product hardness and durability. A protective layer of wax or a sealer can also be applied to enhance performance and appearance. The look is earthy and soft. The application in thin translucent layers creates an iridescent finish, giving the appearance of depth and movement.

APPEARANCE

The interplay of natural light and polished plaster is exhilarating. It appears as if there's simultaneously a warm light emanating from within the plaster and a vibration of light hovering above it. The effect is a feeling of lightness and stillness in the space. It's these qualities that pair so nicely with a minimalist aesthetic. The plaster both warms up a pared-down space and enhances the focus on the essential. The new products are very low-maintenance and very durable.

FOR REPAIRS

You used to need to re-plaster a whole wall to cover one scuff or blemish, but those days are gone. Today there's an array of lime plasters that can be easily repaired in patches and then blended with the rest of the wall. And most minor scuffs can be removed with a damp cloth and mild detergent, or a light sanding of the surface with 1000-grit sandpaper or a fine steel wool. It's a lot lower-maintenance than people think, pretty much as flexible as paint in terms of application and maintenance.

ENVIRONMENT FRIENDLY

Polished plaster is nontoxic and emits zero VOC's. From a sanitary standpoint, it's also breathable, allowing moisture to escape from the substrate, and is naturally mold- and mildew-resistant

BENEFITS WITH ARRCOAT

A homegrown Indian brand with all Indian and natural products. We help you get all the Italy you want on your walls, right at the best price you can find. A fully dedicated team of applicators who can replicate any given design on a polished plaster at all. With our 10 year warranty and quality check procedures, be sure to get a bang for your buck!



Rugged finish - Polished Plaster

100% NATURAL
#MADEININDIA



KONCRETE

Product

- Polished Plaster (PP100)
 - Colorant
-

Famous Projects

- Puma Energy (BKC Mumbai)
 - Hero (One Horizon - Gurugram)
-

USP

- 10 year warranty
 - Interior & Exterior
 - 0 VOC | 100% natural
-



KONCRETE

Product

- Polished Plaster (PP100)
- Colorwash

Tools Used

- Spatula
- Trowel
- Sponge Spatula

USP

- 10 year warranty
- Interior & Exterior
- 0 VOC | 100% natural





TRAVERTINE

Product

- Polished Plaster (PP100)
- Colorant

Tools Used

- Spatula
- Trowel

USP

- 10 year warranty
- Interior & Exterior
- 0 VOC | 100% natural



SMOOTHE

Product

- Polished Plaster (PP100)
 - Colorwash
-

Tools Used

- Spatula
 - Trowel
-

USP

- 10 year warranty
 - Interior & Exterior
 - 0 VOC | 100% natural
-





KONCRETE

Product

- Polished Plaster (PP100)
- Colorant

Famous Projects

- Puma Energy (BKC Mumbai)
- Hero (One Horizon - Gurugram)

USP

- 10 year warranty
- Interior & Exterior
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RAGGED

Product

- Polished Plaster (PP100)
- Colorant

Tools used

- Spatula
- Sponge Trowel
- Trowel

USP

- 10 year warranty
- Interior & Exterior
- 0 VOC | 100% natural



PERLINE

Collection

Perline is one of our most sought after designs. Its a cloudy texture that gives a 2-tone display of the same color. Exuberant and rich, this product has **real-pearl**, that shines forever. A wall covered in Perline is sure to give a glossy yet unique feel to the room. It can be applied on any type of ply, or undulation free wall.



Exquisite and luxurious, Perline is an elegant finish with a subtle sparkle or shimmer, creating visual texture and directional effect. With a low sheen, the intriguing surface is full of movement and tonal interest. The finish is dependant on the hand of the applicator, creating a unique and visually striking wall coating at close quarters, yet subtle when viewed from a distance.

**5-year
warranty**

**Water-
Resistant**

**Scratch-
Resistant**

PERLINE



0 VOC
#SAYNOTOVOC

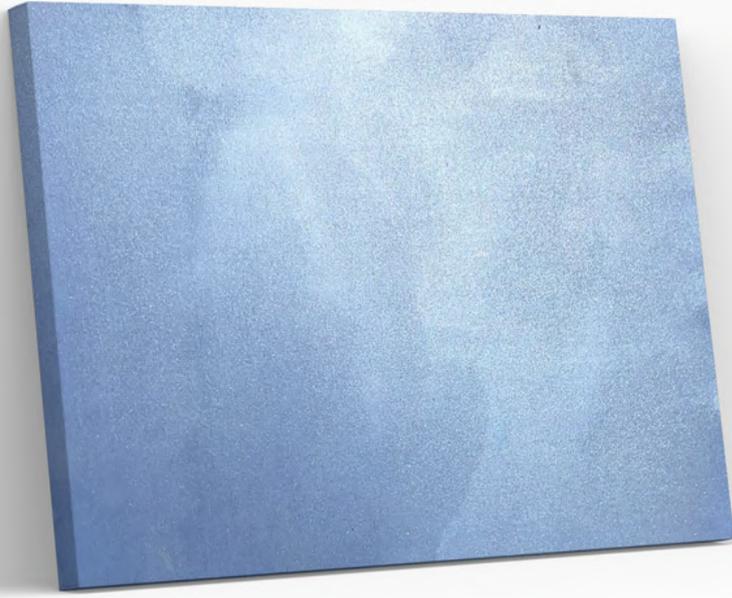




0 VOC
#SAYNOTOVOC



0 VOC
#SAYNOTOVOC

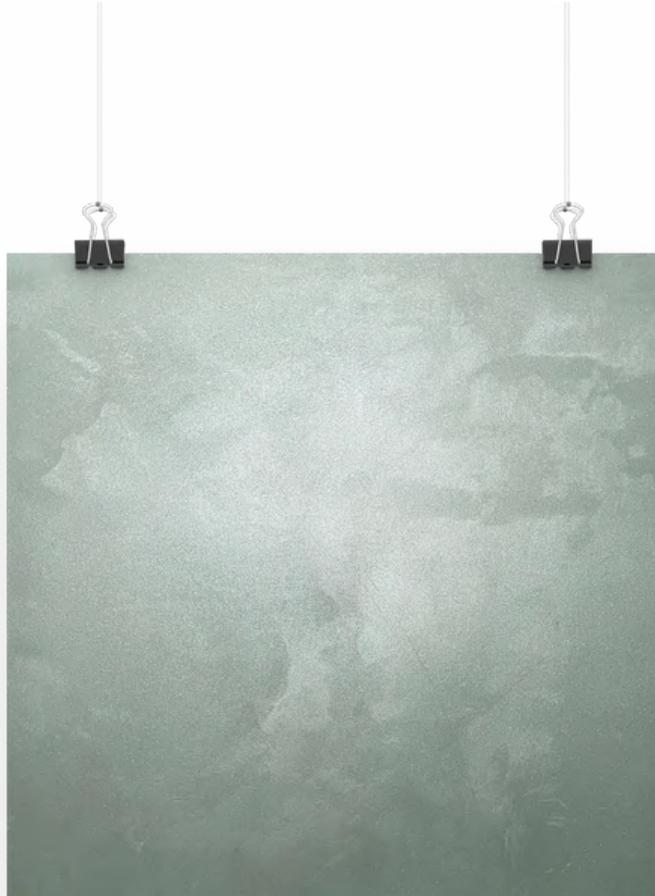


100% NATURAL
#MADEININDIA





0 VOC
#SAYNOTOVOC





DESIGNER WALLS

Signature collection of some of our best designs yet, we love switching between our products and mixing it up for walls that have a life of their own.

Our mission at ARRCOAT is to put the limelight on to your walls. After all it is 4 times the surface area of your house. With time moving in the direction of exclusivity and uniqueness it becomes all the more reason to choose your walls carefully.

Traditionally we have always treated walls in a simplistic fashion, a pastel color and a darker shade for the highlight wall and that would comprise of all your choices. This was only the case given the limited number of options provided to you by your interior contractor cum architect.

Today however, we are not short of choices to get creative with our walls. With ARRCOAT's personality giving products, YOU become the artist and your personality becomes your muse. With more than just a creative say, you are involved with the mix and match of colors, sublimity in texture, heaviness of the strokes, a control over the sheen and a choice between a matte finish or a tile like variant.

Now of course, all of this is obviously a lot more time consuming one would think. But is it really? No! With our much experienced applicators and supervisors you have all the support you need to and safety to get as creative and original as you can. And of course if you have a reference or a picture you'd like to recreate on your walls, we can help replicate it.

AREN'T PANELS EASY TO USE

The trouble with panels is that it's uniformity takes away its originality. ARRCOAT's textures are lifelong products that bring focus on the originality of the designs to suit your walls. The product USP's are such that you get a consistent and long lasting performance from your surfaces. The shine, the texture, the brilliance never fades from your walls. Given ARRCOAT's composition and adaptability, it becomes a stronger product the longer it stays on. It is a water-resistant and scratch resistant product which does not absorb moisture or let fungi stick to it.

WANT A NEW DESIGN?

1 layer of putty and primer and your walls are ready for round 2. It so happens that it is as easy to get a new textured wall as it is to apply a new wallpaper. Except we all are familiar with the life of a wallpaper given its strength.

100% NATURAL
#MADEININDIA



VENETIAN

Product

- Polished Plaster (PP100)
 - Colorant
-

Tools Used

- Spatula
 - Trowel
-

USP

- 10 year warranty
 - Interior & Exterior
 - 0 VOC | 100% natural
-



VENETIAN

Product

- Venetian Plaster
 - Colorant
-

Tools Used

- Scraper
 - Trowel
-

USP

- 10 year warranty
 - Interior & Exterior
 - 0 VOC | 100% natural
-



100% NATURAL
#MADEININDIA



VENETIAN

Product

- Venetian Plaster
- Colorant

Tools Used

- Scrapper
- Trowel

USP

- 10 year warranty
- Interior & Exterior
- 0 VOC | 100% natural



RUST



100% NATURAL
#MADEININDIA





MUGHLE - AZAM





VENETIAN

100% NATURAL
#MADEININDIA

**SPECIAL
FINISHES**





VENETIAN

PERLASTO



 **Water-proof**

 **Scratch Resistant**

 **Exterior Grade**



ALL NEW STAKKO



The only 100% Water-Proof Stucco in the market

Stakko, has a tile like effect. It's a pure limestone product. If shone under the light it could reflect back a clear image. Its strength lies in its ability to seem like a 3 dimensional product in a 2 dimensional space. The only water-proof & scratch resistant stucco ever made. The almost glass like product captures the artists sketch on the inside which shows beautifully on the outside.

**HAVE YOU
TRIED OUR
PREMIUM
PLASTER YET?**



A M U S T H A V E

For long, plastering on concreting and following it with POP - Putty - Primer - had been the norm. Not anymore. Premium Plaster is a One-Stop product for all wall related needs, **its easy application** and **Superior strength** over POP or plaster has proven both **cost & time effecient**. It's easy:

- An Interior & exterior product
- Water-Proof
- Thickness of upto **2 inches** for covering ANY type of undulation
- We can even **add a colorant** for any type of primary wall color & the best part
- **No need of further putty or primer**, just directly apply texture on top of it.
- While doing emulsion, all you need to do is apply 1 coat of putty & primer on top and top it off with the final coat of paint.

White cement based Premium Plaster 100% Water Proof & Exterior Grade

P R E M I U M P L A S T E R

PREMIUM PLASTER PROJECTS



DLF Camellias Clubhouse

A 1 lac SQFT Project at the DLF Camellias Clubhouse that saw the installation of Premium Plaster for the entire facade area followed by Polished Plaster that gave it a uniquely royal medieval feel. Something that matches the aesthetics of tombs and murals.

By Koncept Kreation

BRAND NEW

**GUARANTEED
LOWEST
PRICE**



**HIGHEST
COVERAGE
IN THE
MARKET**

WALL PUTTY

Complete Wall Solutions

ARRCOAT's Wall Putty provides greater coverage per square feet than any of it's competitor by as much as 20%

ARRCOAT Putty is a white cement based fine powder which provides a regular concrete wall with the best finishing of its own surface for subsequent activities. The putty's compressive strength and competence in the application of water-proof standard's is commendable.

It is Damp Resistant - Which simply translates to a product which is completely water resistant in any way or form of moisture. Excellent alkali & efflorescence resistance. Not only does it Decrease paint consumption but also enhances the binding of the paint or texture with the wall for a longer life.

**100% Water
Proof**

**20% Higher
Rate of
Coverage**

WHY SHOULD ARRCOAT BE YOUR NEXT CHOICE

→ 0 - VOC



According to prominent lab "Beuro Veritas" ARRCOAT has been certified 'NIL' in the VOC classification. Making it the only texture paint company

In the world to hold this attribute. VOC is an indication of harmful chemicals being present in a particular class of products. This makes VOC an unwanted product in the space for sustainable and environmentally friendly designs.

→ 100% Made in India



From our machinery, to our packaging materials and our raw materials, everything that we use to manufacture is 100% Indian.

Indian marble has stood the test of time from the ageless beauty of the Taj Mahal, to our natural abundance of limestone, India is ready with all the equipment that we need for the manufacturing of ARRCOAT's product.

→ The most affordable texture paint in India



The per square feet cost of all of our products come in at least 25% cheaper than its nearest competitor. With the product benefits and USP's,

It's fair to say that the quality and its price range remains currently unmatched. With a product warranty ranging from 5 to 10 years, water resistance, scratch resistance, anti-fungal properties the prices are aptly suited to fit all types of customer need.



BECOME A DEALER TODAY

Taking up a dealership for ARRCOAT is very simple. Simply write to us, or call us and we'll talk about your prospect of becoming an ARRCOAT dealer. With various dealership related programs designed to help you grow your audience base and capture a larger cap of the market, we actively work alongside you on your expansion. With:

- No onboarding cost
 - No minimum purchase
 - Guaranteed best prices
 - Lowest freight rates
 - Applicator and design support
- We are looking forward to seeing you as our newest member.

ADD ARRCOAT TO YOUR BOQ

Do you represent an architectural firm? Let's connect! We'd be delighted to explain you our products in depth. And if you choose to mandate ARRCOAT, we'd be happy to be certified in your BOQ's. Its only with the help of our architect that we have developed our products. Come join us, and we can further better our product.

We tick all the boxes

Easy-to-apply Texture Paints

- ✓ **Create any design,
pattern, texture**
- ✓ **Any color, shade,
tone**
- ✓ **Marble-Like shine
and pearl glimmer**
- ✓ **Life-Long product**

We tick all the boxes

Easy-to-apply Texture Paints



**100% Natural
Product**



**0 VOC / Anti-
Fungal / Anti -
Bacterial**



**Water Resistant &
Scratch Resistant**



**Upto 10 years
warranty**

We tick all the boxes

Easy-to-apply Texture Paints

- ✓ **International designs Indian build**
- ✓ **Applicator Support & PAN India Operations**
- ✓ **Most affordable rates guaranteed**
- ✓ **1-Day Shipment**



Call us

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md@arrcoat.com

The real essence of a room is determined by its walls. And we give walls something more than just a look, we give it a personality.