

The topical subject

Fresh air can be painted now!

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AURO Airfresh wall paint No. 328

A breath of exhilaration and wellbeing

Until now, the purpose of wall paints has been to enhance the appearance of rooms. There is now a new generation of wall paints: They not only provide visual freshness but also effectively decompose pollutants, odours and germs in the air, thereby creating a healthy atmosphere in the room.

Application couldn't be easier

AURO Airfresh wall paint is a solvent-free, low odour white wall paint. Its alkalinity has an additional inhibiting effect on micro-organisms such as mould spores, viruses and bacteria. It can be applied with a brush or roller. Airfresh wall paint is very economical: 10 litres will cover up to 100 square meters of wall surface. Airfresh wall paint is a wall paint of excellent opacity in conformity with Class 3 acc. to EN 13300. While it is being applied, it gives the appearance of slight transparency (as with all lime based paints). Full opacity is only achieved after it has fully hardened. Airfresh wall paint can be applied onto all old paints. When renewed over-painting is envisaged, then this should be once again with Airfresh wall paint. Other AURO wall paints can also be used for over-painting, but it is always advisable to carry out a paint test beforehand. AURO Airfresh wall paint can be tinted with **AURO Lime tinting base (350)**. It is strongly recommended, however, to add no more than 5 % of pigment. A higher amount of pigment will seriously impair the photocatalytic effect of the Airfresh wall paint. Airfresh wall paint continuously creates a healthy room air and is therefore mainly employed where the room air is particularly burdened as in schools, conference rooms, hotels, restaurants, living rooms, bedrooms, children's rooms, kitchens ...

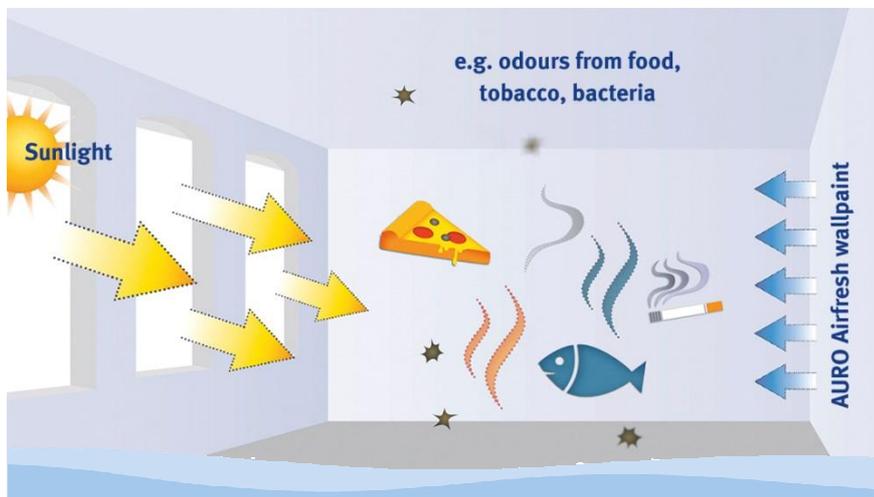
Thick air

There are many factors that contribute to "thick air" in rooms. The Airfresh wall paint continuously decomposes the odours of tobacco smoke, food and other transpirations from furniture and carpets.



How does it work?

The special combination of raw materials in Airfresh wall paint functions as a catalyser which, with the help of light, splits odours and pollutants in the air into neutral substances. It is most effective with daylight, but the effect also continues with artificial light. The process of decomposition does not decline but rather remains constant throughout the service life of the paint. Rooms painted with Airfresh wall paint should still be regularly aired, as should be the case with all rooms. Air movement is necessary to ensure that the odour particles come in contact with the painted wall.



Fresh & White

See how you can easily use the AURO Airfresh wall paint (328) on www.youtube.de/aurotv.



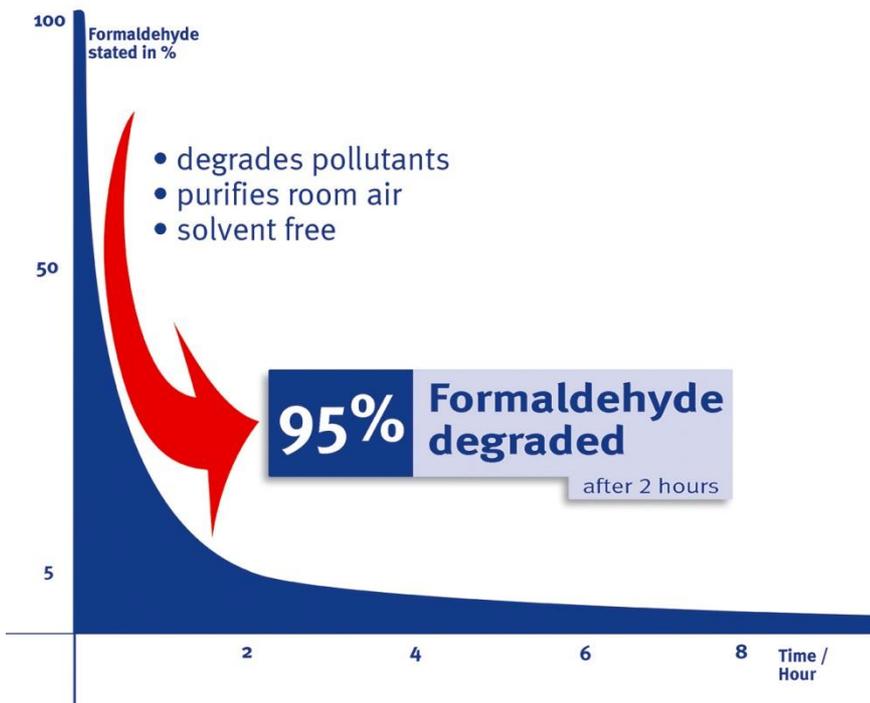
Furthermore, harmful substances, for instance organic compounds, as well as microorganisms such as bacteria, are also decomposed. AURO Airfresh wall paint is currently the only consistently natural, acrylic-free wall paint with a photocatalytic effect on the market.

What are catalytically effective pigments?

Catalytically effective titanium dioxide white pigments are inorganic pigments with a special fine-particle structure that forms a large surface. They are able to decompose organic constituents in the air, for instance such harmful substances as formaldehyde. Exposure to light activates the pigments with the result that gaps are formed between the pigment particles so that the organic substances can be bonded within these gaps. As a result of the interaction of the catalytically effective ingredients with the bonded substances, the organic substances are decomposed into their constituents (carbon, hydrogen, oxygen). These pigments are not volatile so that they remain in the paint. Consequently, the effect remains constant until the Airfresh wall paint coat is over-painted with another paint.

Officially confirmed effect

The photo-catalytic effect of Airfresh wall paint has been tested and confirmed by the Institute of Technical Chemistry in Hanover, Germany. Furthermore, this is backed by another test report of SIMT (Shanghai Institute for Measuring and Testing Technology) which confirms the high potential of AURO Airfresh wall paint (328) and even the fact that formaldehyde is decomposed. After one hour, 90 % of the formaldehyde had been decomposed, and after two hours, it was even 95 %.



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