LADY New Era



Product description

Type

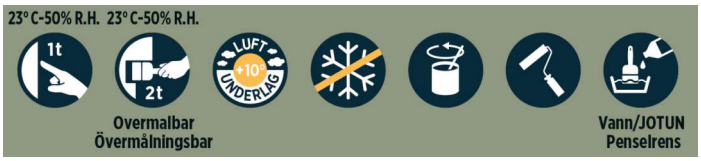
Solvent free waterborne acrylic paint for use indoors in dry rooms.

Features and benefits

LADY New Era is very durable, stain-resistant and washable. Guaranteed to cover in two coats.

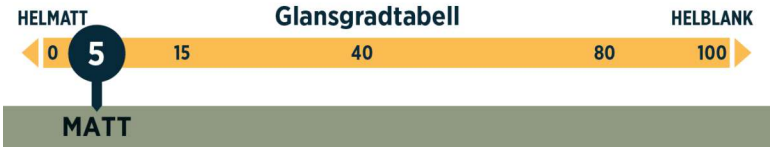
Recommended use

For smooth walls indoors in dry rooms such as building boards, plaster, paintable wallpaper, concrete and filled substrates. Particularly suitable for surfaces with high requirements for washability and rooms exposed to heavy use.
On wooden panel walls, **LADY Supreme Finish** is recommended.



Product data

Packaging size	According to the current price list.
Base availability	White/A, B and C
Tinting	All bases must be tinted using **Jotun Multicolor**.
Gloss level	05 Matt



Generic type	Acrylic paint
Solids by volume	40 ± 2 volume%
Specific gravity	1.3
VOC for Ready-for-Use Mixture	EU limit value for the product (cat. A/a): 30 g/l. The product contains max 1 g/l VOC.

This Technical Data Sheet supersedes those previously issued.

Jotun Danmark recommends that you consult our technical data sheet (TDS), safety data sheet (SDS) as well as data sheet for Operations and Maintenance for the product.
Please visit our website at www.jotun.dk to find a Jotun dealer near you.

Application data

Remarks

Contents of tins with different production numbers should be mixed. Stir well.

Application equipment / methods

Preferred application with roller, but brush or airless spray may also be used. Apply rich and evenly.

Guiding data for airless spray

Nozzle tip	0.43-0.53 mm (0.017-0.021")
Spray angle degrees	65–80°
Pressure at nozzle	Min. 15 MPa (Min. 150 kg/cm²)

The choice of nozzle tip / spray angle / pressure must in any case be adapted to the relevant product, spraying equipment and surface.

Cleaning of painting tools

Water and **JOTUN Penselrens** or water and a suitable cleaning agent.

Thinner

Shall not be thinned.

Spreading rate and film thickness

	Spreading rate per coat (m²/liter)	Film thickness per coat (µm)	
		Wet (calculated)	Dry (calculated)
Recommended:	8 – 10	100 – 125	40 – 50

Conditions during application

Temperature of substrate and air must be minimum +10 °C.

Cleaning of spillage

JOTUN Spesial wipes are recommended to clean spillage. **JOTUN Spesial wipes** are a convenient washing/ cleansing wipe for use before and during paint work.

Drying times

Drying times deviate because of changes in temperature, air humidity, air circulation and film thickness.

The drying time is measured by stated values:	
Relative Humidity (RH)	50 %
Air temperature	23 °C
Substrate temperature	23 °C

Surface (touch) dry	1 h
Recoatable, minimum	2 h
Dry to use	Ca 3 days
Cured	4 weeks

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Directions for use

Surface preparation

The substrate must be clean, sound and dry: Clean with **JOTUN Spesialvask før maling**. Sand down previously painted old glossy/semi glossy paint with suitable abrasive paper and remove dust.

Primer

Surfaces discoloured by soot, nicotine etc. should be primed with **JOTUN Kvist- og sperregrunning**. Textile wall covering to be primed with **JOTUN Grunning for tapet** or a suitable primer.

Topcoat

2 x **LADY New Era**. Apply rich and evenly. On absorbant, porous surfaces 3 coats are recommended to avoid discolouring. The most evenly results is obtained if you roll entire lengths in the same direction on the entire wall.

Maintenance

Newly painted surfaces must not be cleaned the first four weeks (the product's curing time).
If cleaning is necessary, the pH of the detergent must not exceed pH 9. **JOTUN Spesialvask før maling** is recommended.
For daily cleaning the temperature of the wash water must be <40 °C.

Management, Operation and Maintenance

Please refer to the Drift og Vedligeholdelse datasheet for information regarding maintenance and repair of the painted surface.

Storage

In storage and in transport keep the container frost free and upright.

Disposal of waste



One of our measures to reduce our environmental footprint is to use recycled plastic in the packaging.
This bucket consists of up to 60% plastic that you have recycled (PCR). Does not apply to the lid.

Empty and dry pails can be sorted together with plastic packaging.
The metal handle must be removed and be sorted with metallic packaging.

Liquid paint and washing water with paint residues must not be emptied into drains or watercourses. It must be delivered to an approved local environmental protection station.



Must be empty and dry

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Environmental labelling

Contains recycled raw material - documented lower carbon footprint
Minimum 14% of the paint consists of recycled raw material. This corresponds to a 22% lower carbon footprint compared to a similar product.

The product is recognized by Miljømerking Norge, and conforms with the demands of the environmental label Svanen (the swan).

The product is certified by Eurofins Indoor Air Comfort Gold and meets the requirements for emmision of VOC.

Green Building Standards

BREEAM® International v7.0 (2025)/ v6.0 (2021)/ (2016)
- Hea 04/02: VOC exemplary emission and the VOC content for category.
- Mat 02/01: Product-specific Type III EPD. See epd-global.com.

BREEAM-NOR v6.1.1 (2024) / BREEAM-NOR v6.0 (2022)
- Hea 02-02: Exemplary. VOC content for category and emission demands.
- Mat 02: The product Safety Data Sheet confirms that the product does not contain any substances on the REACH SVHC candidate list.
- Mat 02: Product-specific Type III EPD. See epd-global.com.

BREEAM-NOR (2016)
- Hea 02: VOC content for category and emission demands.
- Mat 01: The product does not contain any substances on the Norwegian A20 list.
- Mat 01: Product-specific Type III EPD. See epd-global.com.

Product warranty

Guaranteed to cover in two coats. More about Jotun's Product Warranty:
Product Warranty Terms: Directions for use must be followed.
The product warranty content: The product warranty "covers in two coats" means that the surface colour is covered after applying two coats on non-absorbent surfaces. The warranty gives the purchaser the right, to receive new paint, to cover the surface colour. This does not cover the labour cost of the paint work undertaken. Damages to the paint due to defects in the surface or during application are beyond the product warranty. Consumer's rights directed by the law are in addition to, and are not limited by the product warranty.

Health and safety

Please observe the environmental and precautionary notices displayed on the container.

A Material Safety Data Sheet for the product has been issued.
Detailed information regarding health and safety risks and precautions for the use of this product is specified in the product's Safety Data Sheet.
First-aid measures, refer to section 4.
Handling and storage, refer to section 7.
Transport information, refer to section 14.
Regulatory information, refer to section 15.

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Product registration number: Not to be declared

Safety rules
00-1 1993

Contact information

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Disclaimer

The information in this document is given to the best of Jotun's knowledge, based on laboratory testing and practical experience. Jotun's products are considered as semi-finished goods and as such, products are often used under conditions beyond Jotun's control. Jotun cannot guarantee anything but the quality of the product itself. Minor product variations may be implemented in order to comply with local requirements. Jotun reserves the right to change the data given without further notice.

Users should always consult Jotun for specific guidance on the general suitability of this product for their needs and specific application practices.

If there is any inconsistency between different language issues of this document, the English (Eng) version will prevail.

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