

APEX
ULTIMA PROTEK
DURALIFE

15 YEARS OF
WARRANTY



PROTECT THE BEAUTY OF YOUR
HOME WITH WALLS OF S.T.E.E.L

APEX
ULTIMA PROTEK
DURALIFE

Ultimate Durability

Experience an exterior emulsion paint that offers you unlimited possibilities.



Protect the beauty of your home with Walls of S.T.E.E.L

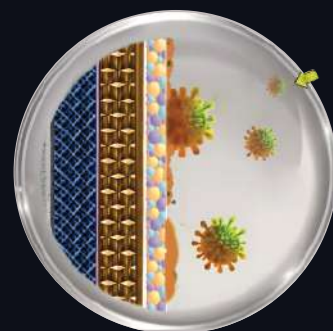
Apex Ultima Protek Duralife is a technologically advanced paint that's engineered to protect. It's Silicon Toughened Elastomeric Enriched Layers (S.T.E.E.L) Technology comprises of a flexible inner layer, that protects your home from cracks, while the tough outer layer protects it from harsh weather conditions, making your home invincible to any attacks.



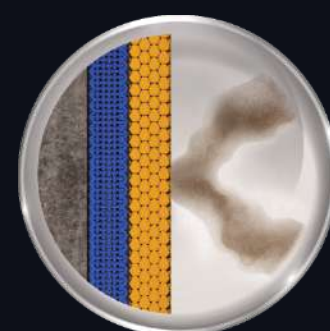
TOP COAT



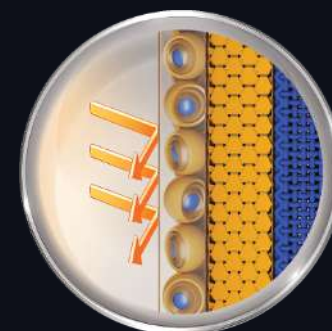
15 years
Performance Warranty*



Anti-algal
Triad



Dustproof
Technology



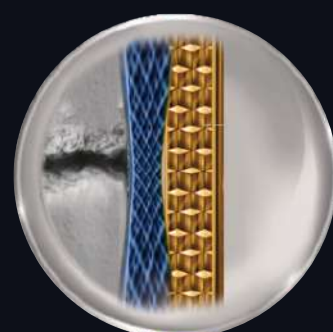
Rich
Colour Stay™



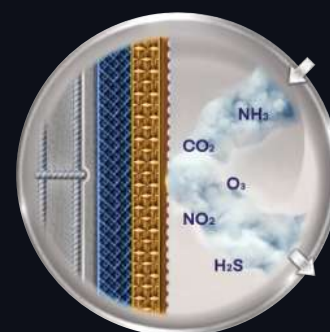
BASE COAT



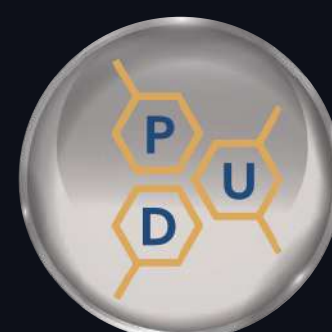
15 years
Waterproofing Warranty*



Crack Bridging
Ability



Anti
Carbonation

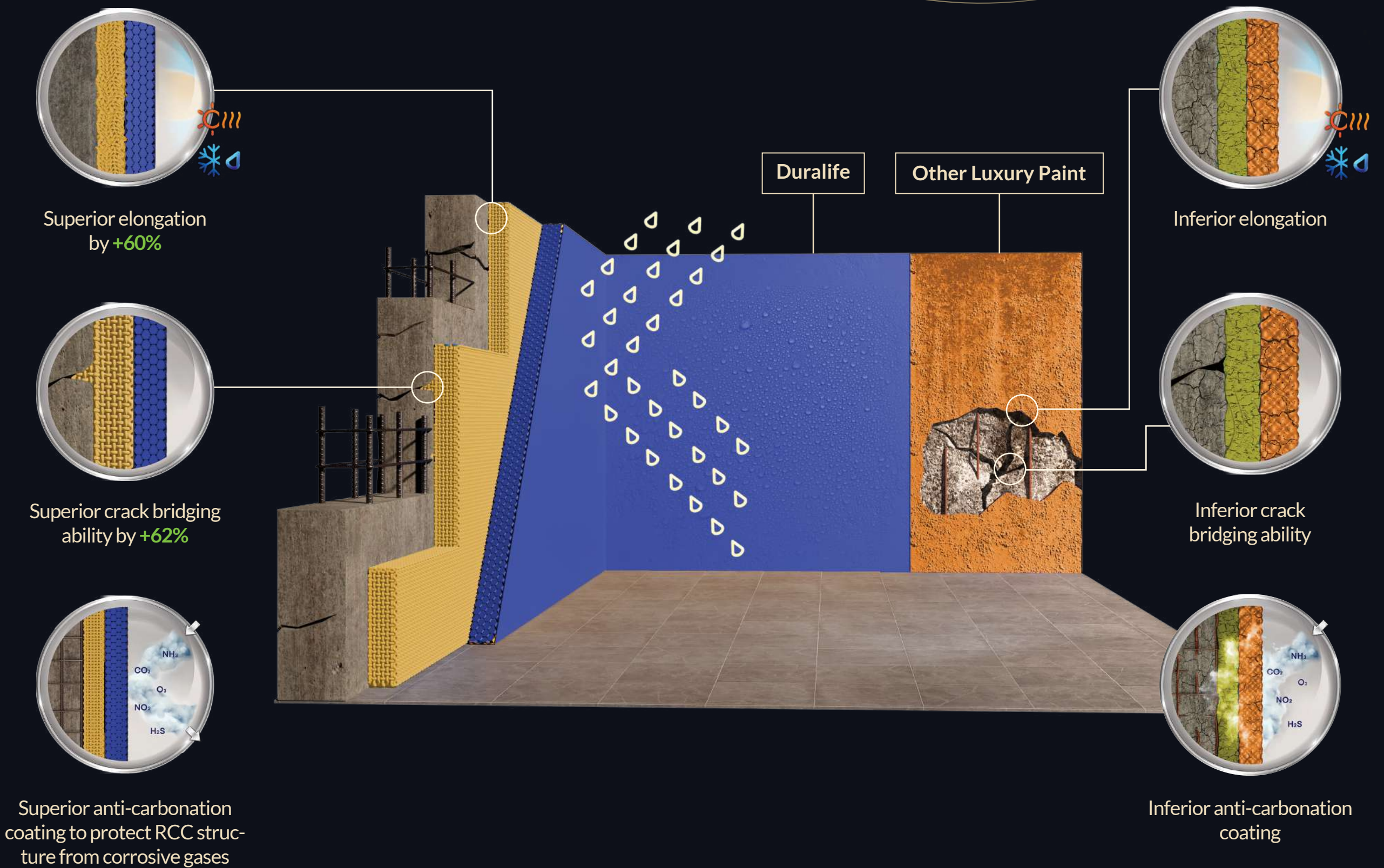


Advanced
PUD Formula

Powerful Waterproofing

Boosts the life of any building

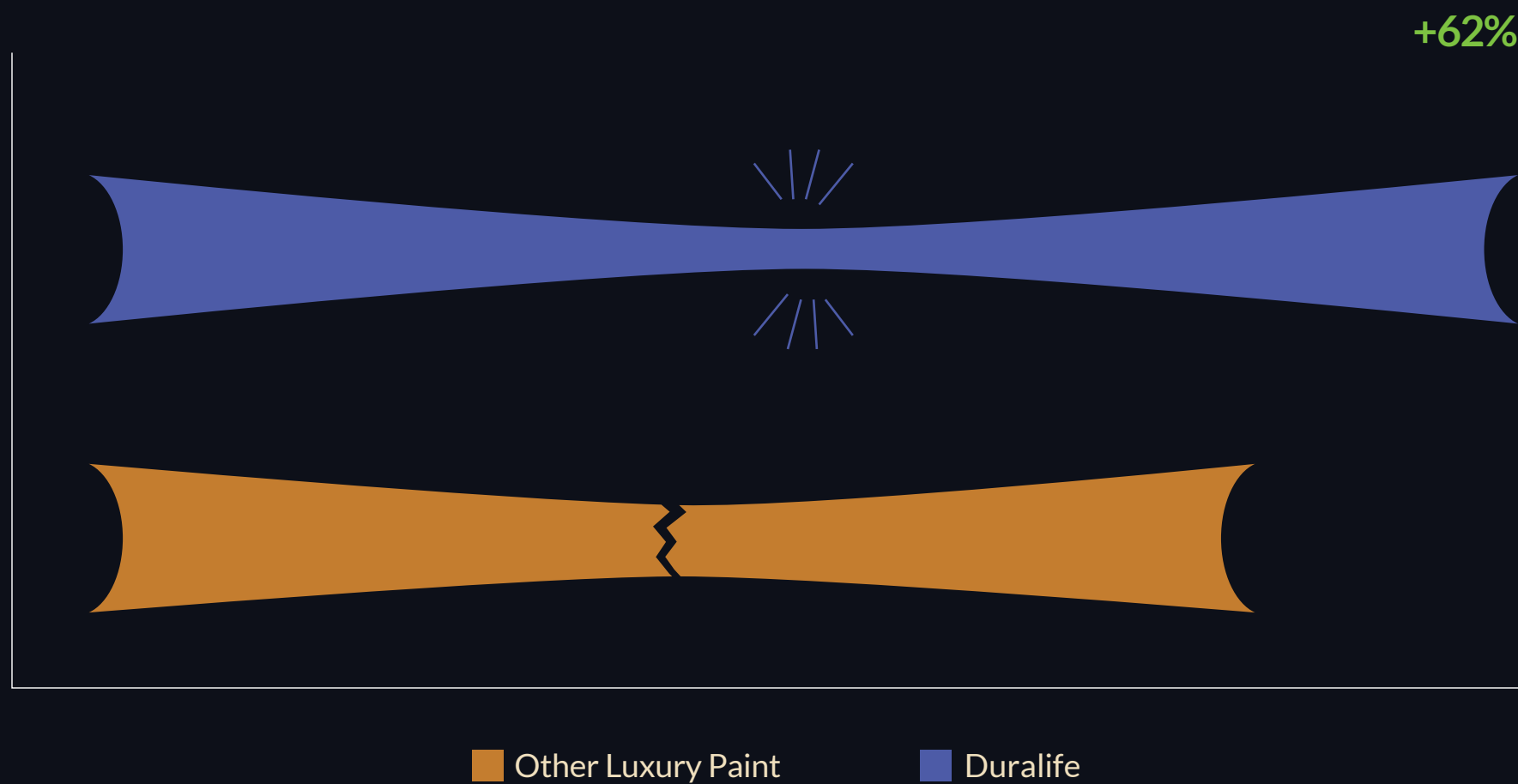
The superior waterproofing capabilities of Apex Ultima Protek Duralife creates an effective barrier against water penetration in exterior walls.



★ No Dampness. No Cracks ★

Flexible & Tough

Performance advantage over other emulsions



Superior Crack Bridging Ability

High Topcoat Elongation

The film has significantly higher elongation and comes with unique crack bridging ability.

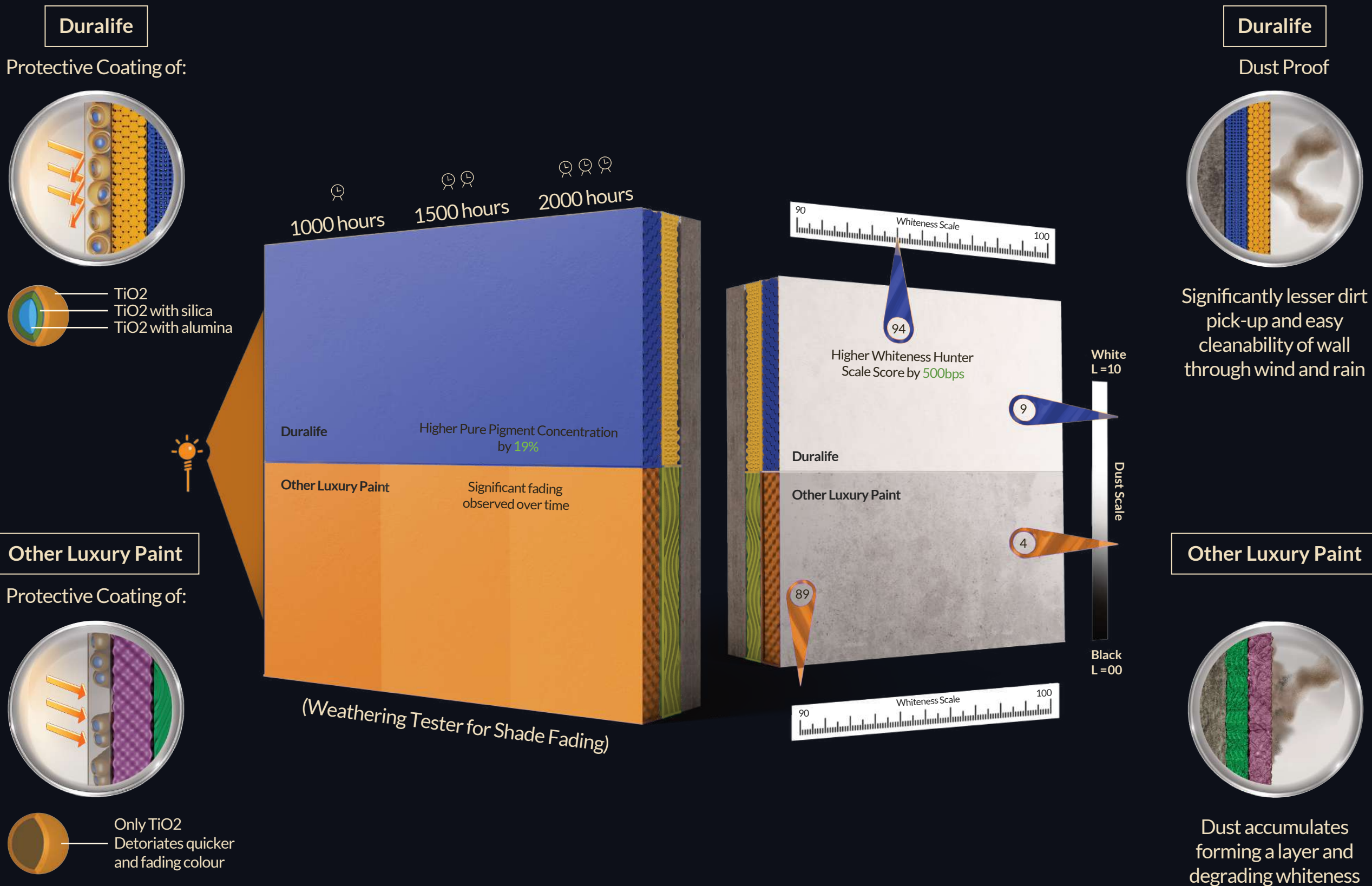
Topcoat Tensile Strength

The perfectly uniform distribution of fibres provides durability that gives protection against damage from exposure to all weather conditions.

Rich Colour Stay

Walls that look as good as new for years

Apex Ultima Protek Duralife emulsion has the highest pure pigment concentration and offers superior UV ray protection.

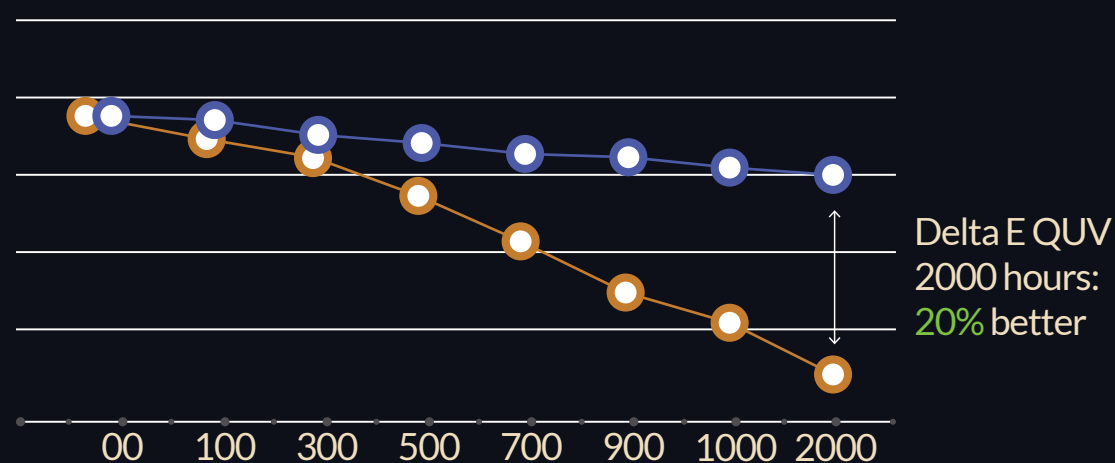


★ 15 years Colour Retention ★

Colour Richness Assured

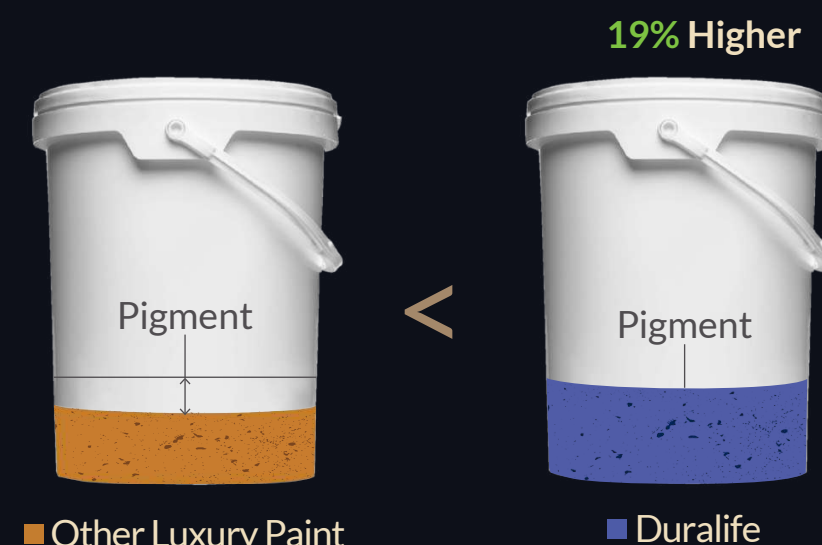
Colour retention advantage over other emulsions

Apex Ultima Protek Duralife has been exposed to a harsh UV chamber for more than 2200 hours of rigorous exposure with negligible deterioration as compared to other paints.



Other Luxury Paint Duralife

Accelerated Weathering Test
Delta E QUV 2000 Hours Test



Other Luxury Paint

Duralife

Pure Pigment Concentration



Other Luxury Paint



Duralife

Whiteness Hunter Scale

Pure Pigment Concentration

Duralife offers best-in-class whiteness and the high lustrous emulsion content offers superior sheen.

Alkali Resistance

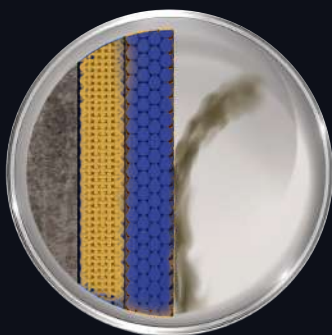
Duralife prevents salts from entering the paint film that would otherwise lead to white, patchy fading.

Dustproof Technology

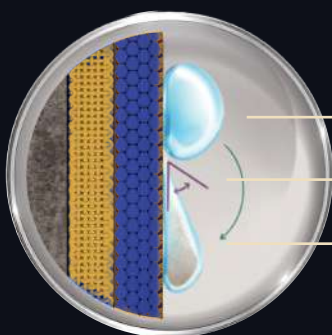
Fresh looking walls, always

Apex Ultima Protek Duralife is designed with a unique Dirt Pick Up Resistance (DPUR) property that ensures dust is not attracted to the paint.

Superior paint film surface smoothness

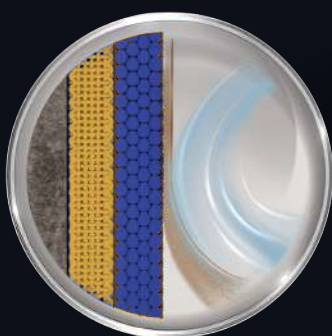


Ideal balance between hydrophobic and hydrophilic water interaction



Water drop
Contact angle
Collected dirt

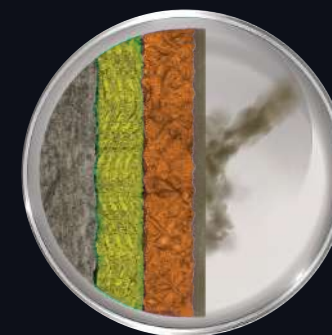
Trickling water on the repelling paint film collects dust particles and keeps it clean



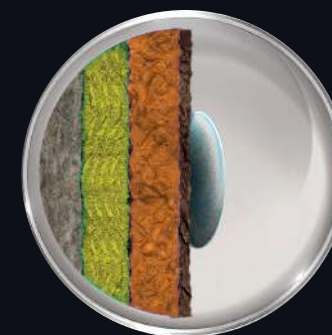
Wind washes off dirt settled on paint film

Duralife

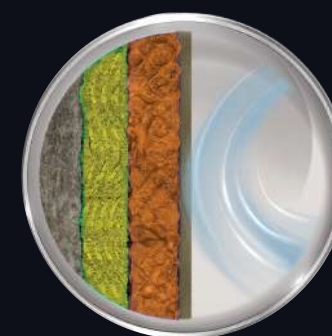
Other Luxury Paint



Rougher surface susceptible to catching airborne dirt



Resting water mixes with dirt and dries to seep into the paint film

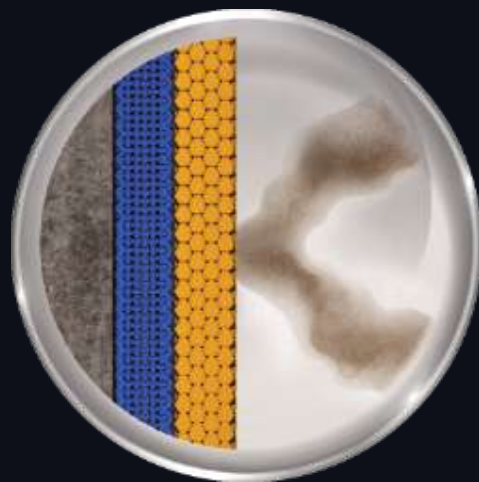


Dirt after reacting to heat sticks and seeps into the paint film

No Dust Accumulation.
No Cleaning Hassles

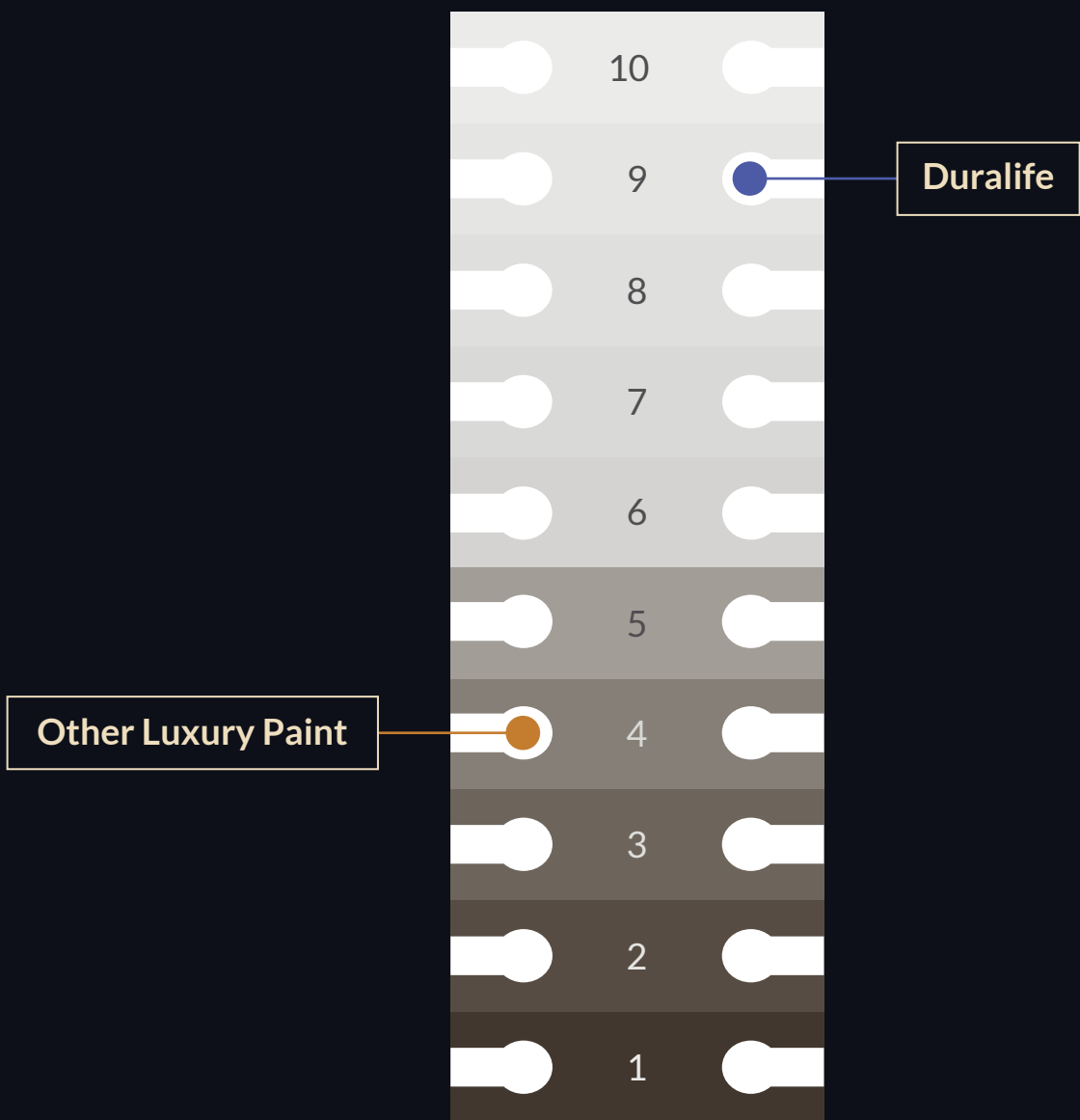
Self - Cleaning Ability

Dust repelling advantage over other emulsions



Dustproof Technology

Duralife prevents dust from settling on the walls and thereby retains the initial beauty.



Dust Pick-up Resistance

*Charcoal DPUR Greyscale Reading

Resists Dust Accumulation

Usually, dust particles stationed on any regular paint film, in the presence of heat and moisture get impinged into the paint film, which leads to fading or dulling effect. But the nano paints and nano emulsion content of Duralife helps in creating a smoother paint film that repels dust and does not fade.

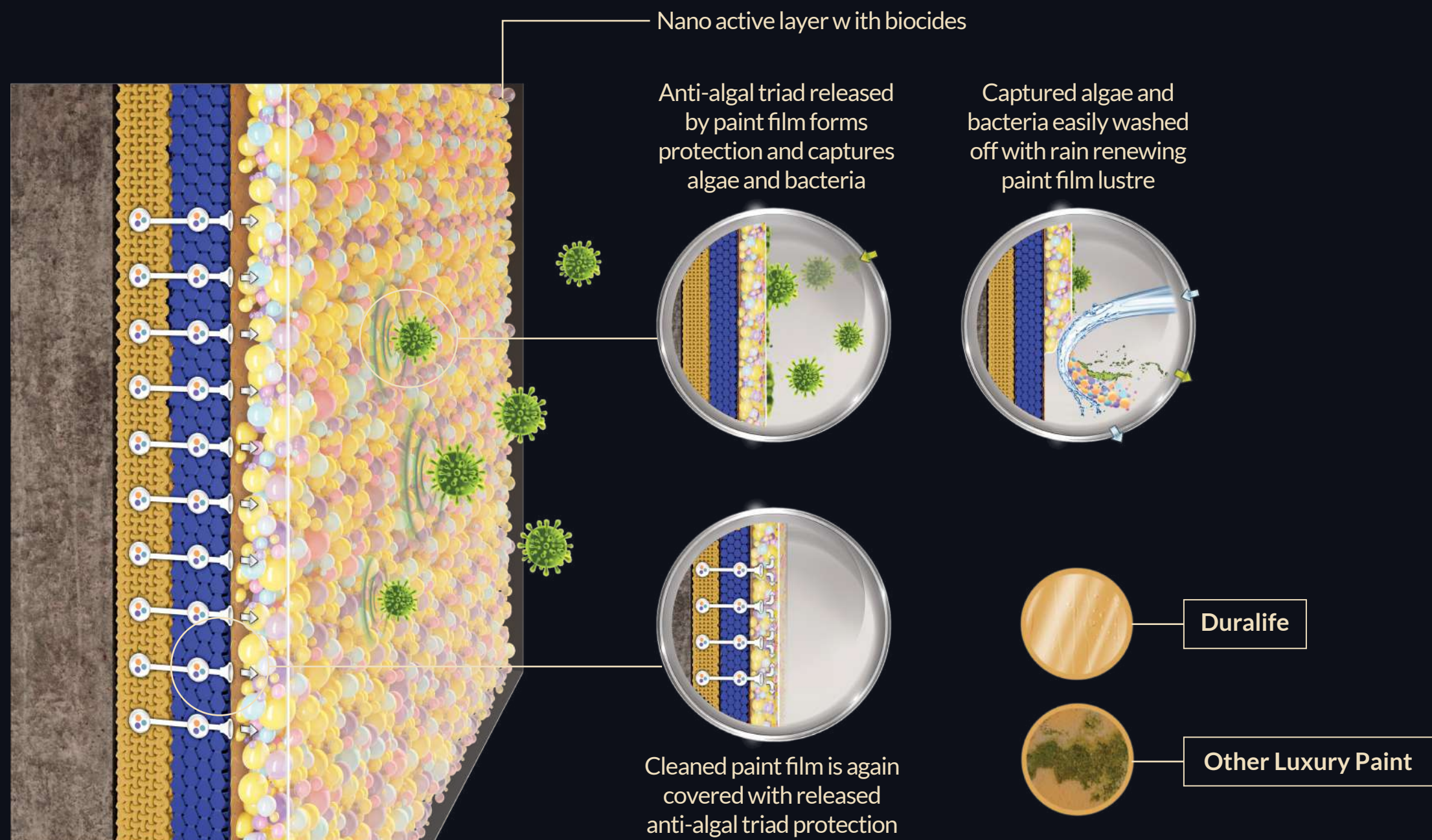
Cleans Naturally

Duralife's lower contact angle gives the paint both hydrophobic and hydrophilic properties that ensures that water slides off more easily, the wall gets naturally cleaned with wind and rain, in case any little dirt is settled.

Anti-Algal Triad

The power of three that keeps microbes away

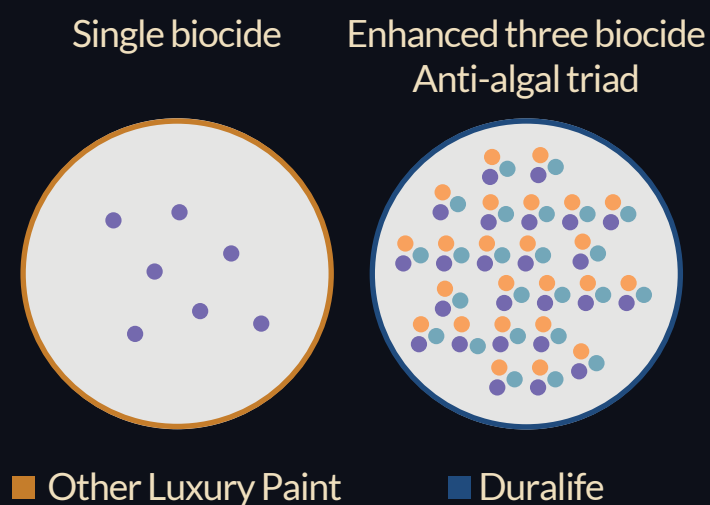
Not one, not two but three biocides are added to the Apex Ultima Protek Duralife topcoat and basecoat to offer you protection against algae. The three different biocides synergistically come together to provide you with an unmatched anti-algal performance.



— ✦ No Algae. No Black Spots ✦ —

Algae Free Like No Other

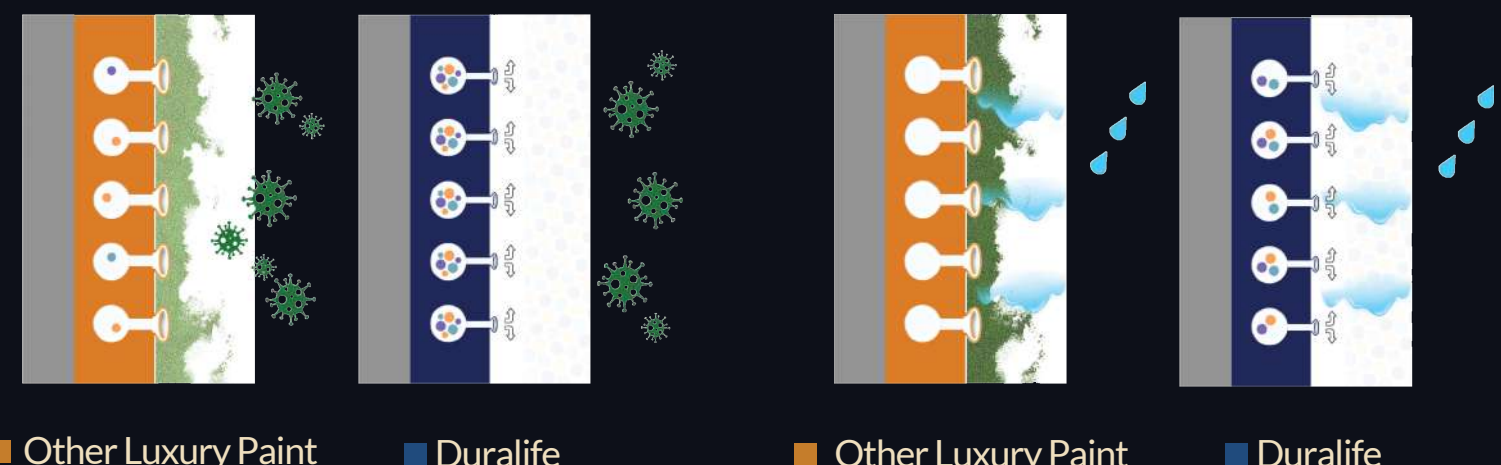
Anti-Algal advantage over other emulsions



Biocide Content

Duralife has 2.5X higher biocide content than other luxury paint.

+2.5X Slower release rate for long term protection of walls.



Biocide Release Rate

In competition paint, biocides get washed away every monsoon and reduce emulsion life. Whereas, Duralife has a reservoir of biocides that come to the surface when old biocides are washed away. This continuous biocide generation ensures long - term protection against algae.

Impenetrable Defence Against Algae

The paint film has pores through which the three biocides ooze out and create a translucent nano layer on top of the paint. When any algae tries to feed on the wall and cultivate itself, the biocides fight with the algae and get rid of it.

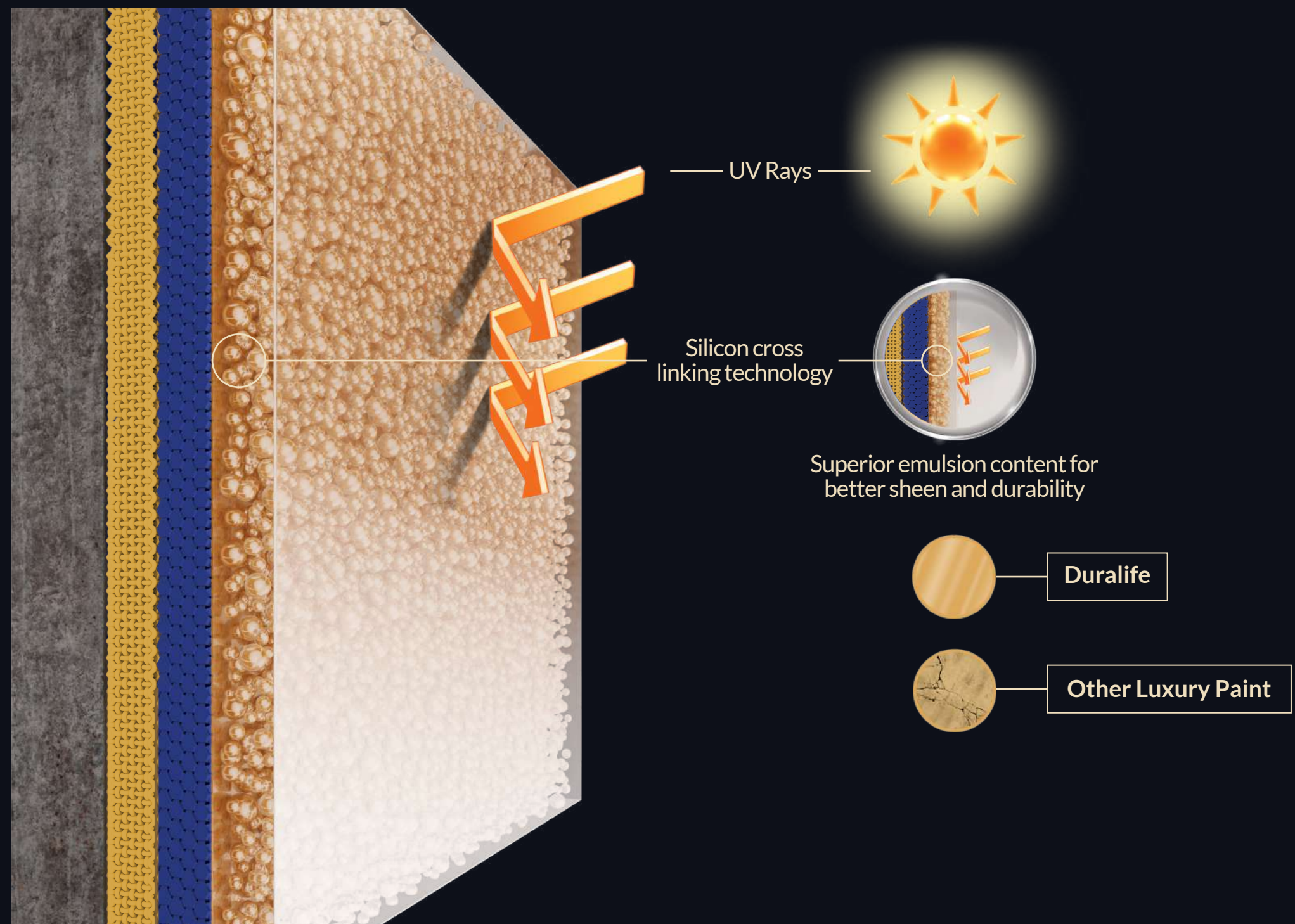
Biocide Generation Every Season

The pores of Duralife are smaller compared to regular paints. When old biocide gets washed off in rain, new biocides get generated in the right amount and form the nano active layer continuously to give you unbeaten protection from algae, year-on-year. It helps in controlling the entire leaching process as compared to any regular paint.

Advanced Durability, Whiteness & Sheen

Tough paint for tough
weather conditions

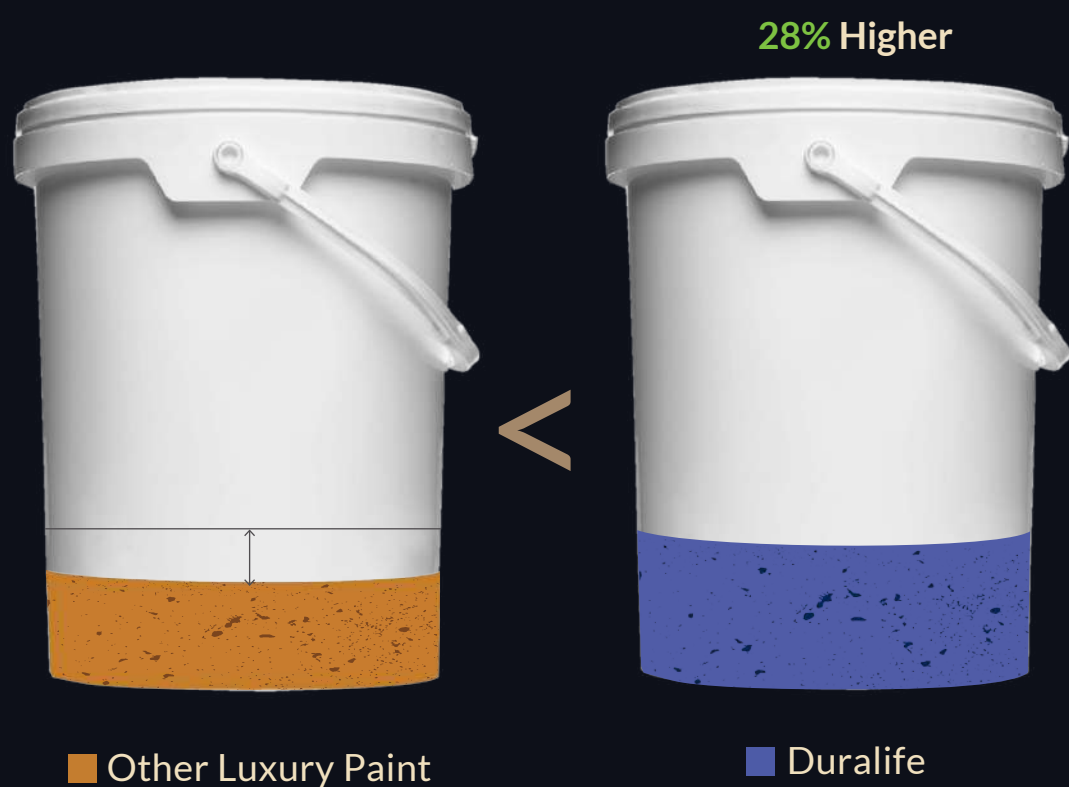
Apex Ultima Protek Duralife looks as good
as it does on Day 1, for years and years.



— ✦ No Damage. No Wear and Tear ✦ —

Bright For Long

Sheen advantage
over other emulsions



Super High Polymer Content

Super High Polymer Content + Special Ingredients

The perfectly uniform distribution of fibres provides durability that gives protection against damage from exposure to all weather conditions.

Highest % Binder

Duralife's nano additive fortified hybrid polymer content provides a safety layer over the pigment to prevent UV penetration and degradation of the paint film.

Silicon Cross Linking Technology

It creates strong durable bonds between polymer molecules imparting the required hardness to the paint film.

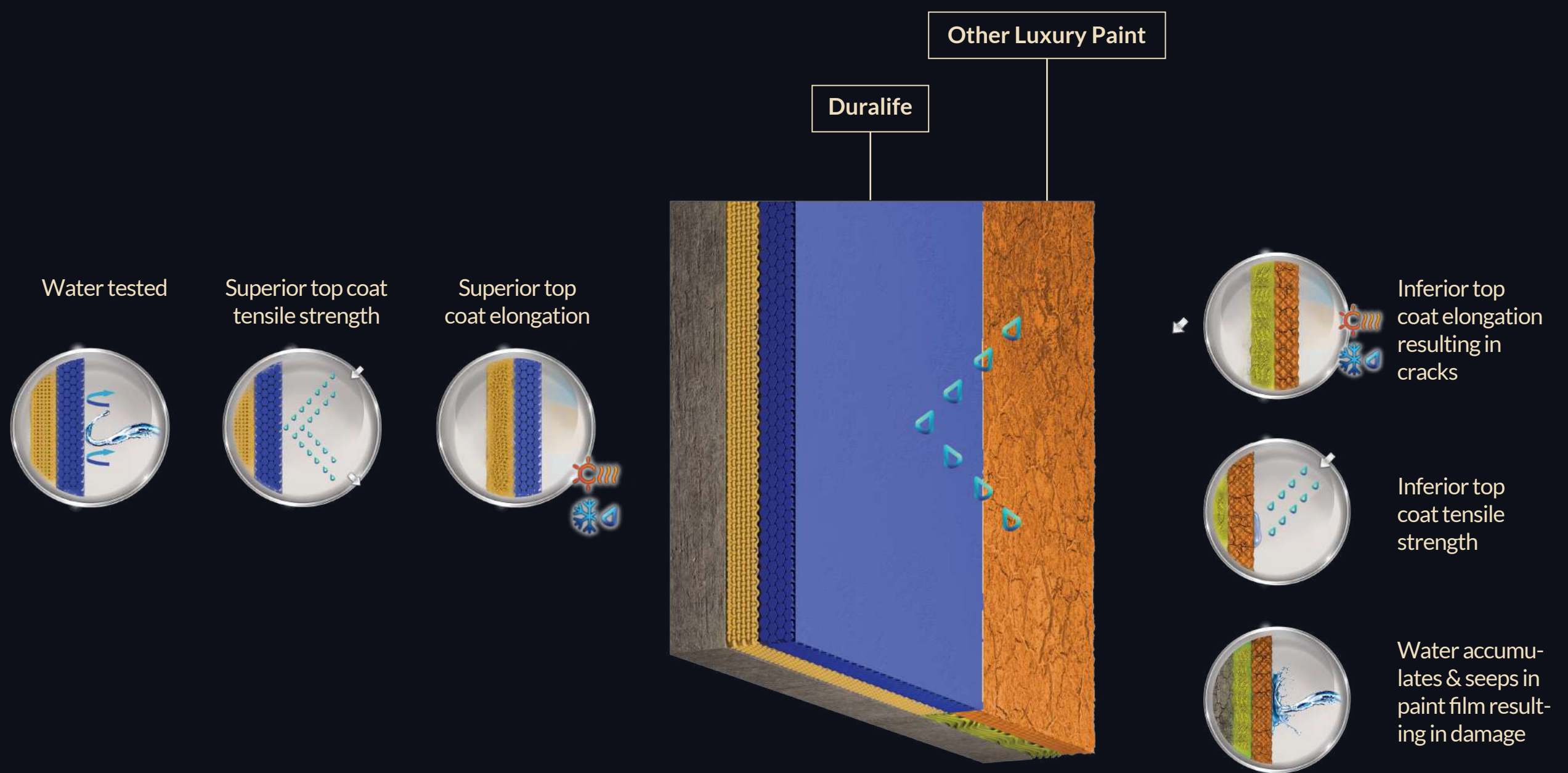
Silane - Based Adhesion Promoters

Silane acts as a coupling agent between the film of the paint and the substrate, providing ultra durable adhesion.

Strong Mechanical Parameters

Properties for longer protection

Apex Ultima Protek Duralife emulsion ensures superior scrub resistance, has significantly higher elongation and comes with one -of-a-kind tensile strength.



— ✦ No Erosion. No Fading ✦ —

Interstellar Inspirations

Inviting you to explore the infinite possibilities of technology and colour, just as one might explore the vastness of the universe, embark on a creative voyage fuelled by the wonders of the cosmos.



Ultima Book of Colours

An Exterior Colour Guide with house styles from all across India and carefully curated colour palettes that cater to every aesthetic.



LuxIndica

Ultima Designer Palette with shades of luxurious Indian heritage inspired from The Timeless Taj, Glorious Mysore Palace, Regal Hawa Mahal, and many more.



Ultima Allura

Premium range stone textures by Asian Paints, drawn from inspirations across the world.



Duralife Shade Card

A luxury colour card for Duralife showcasing multiple palettes, specially curated for your homes.

APEX ULTIMA PROTEK DURALIFE



PROTECT THE BEAUTY OF YOUR HOME WITH WALLS OF S.T.E.E.L

Built for the Future 15+15 Years Warranty

Don't just take our word for it,
see the results for yourself.

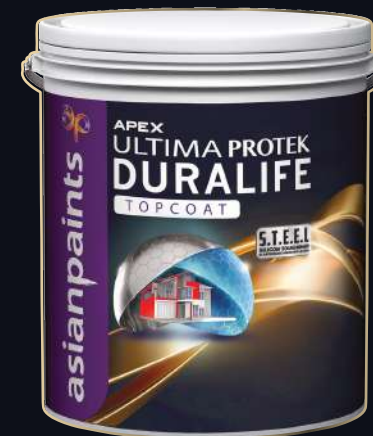


Scan the QR Code to visit the Duralife website.

Marketed By:

Asian Paints Ltd., 6A, Shantinagar,
Santacruz (E), Mumbai - 400 055,
Maharashtra, India

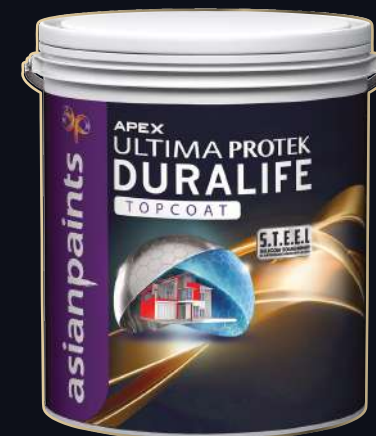
Perfect Combinations for Best Performance



15 Years
Performance
Warranty



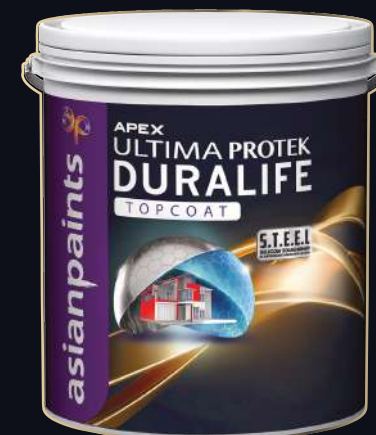
15 Years
Waterproofing
Warranty



15 Years
Performance
Warranty



10 Years
Waterproofing
Warranty



15 Years
Performance
Warranty



5 Years
Waterproofing
Warranty