

novacolor®  
I colori dell'Architettura



# puro

VOC free

Pittura minerale per interni, certificata IACG  
Mineral paint for interiors, certified IACG

[novacolor.it](http://novacolor.it)

novacolor®  
I colori dell'Architettura





# #SMILE #BREATHE #LIVE

**IT.** Siamo consapevoli di vivere in un mondo fragile e meraviglioso. un mondo da proteggere così come la nostra casa, il luogo a noi più caro, dove vivere e respirare in ambienti salubri e ricchi di colore. È per questo motivo che Novacolor ha formulato Puro\_VOC free.

**EN.** We are aware that we live in a fragile and wonderful world. A world to protect as well as our home, the place dearest to us, where to live and breathe in a healthy and colorful environment. It is for this reason that Novacolor has formulated Puro\_VOC free.

**FR.** Nous sommes conscients que nous vivons dans un monde fragile et merveilleux. un monde à protéger ainsi que notre maison, l'endroit qui nous est le plus cher, où nous pouvons vivre et respirer dans un environnement sain et coloré. Pour cela Novacolor a formulé Puro\_VOC free.

**DE.** Wir sind uns bewusst, dass wir in einer zerbrechlichen und wunderbaren Welt leben. eine Welt, die es zu schützen gilt, ebenso wie unser Zuhause, der Ort, der uns am liebsten ist, wo wir in einer gesunden und farbenfrohen Umgebung leben und atmen können. Dafür hat Novacolor Puro\_VOC-frei formuliert.

**puro**  
VOC free



PURO 20180



PURO 20175 & 20174

**novacolor**<sup>®</sup>  
I colori dell'Architettura



# GREEN APPROACH

**CERTIFICATO INDOOR AIR COMFORT GOLD**

INDOOR AIR COMFORT GOLD CERTIFIED

**UTILIZZO DI RISORSE RINNOVABILI  
PROVENIENTI DA BIOMASSA**

USE OF RENEWABLE RESOURCES FROM  
BIOMASS

**RIDUCE LA CONCENTRAZIONE DI  
FORMALDEIDE NELL'ARIA**

REDUCTION OF THE FORMALDEHYDE  
CONCENTRATION IN THE ENVIRONMENT

**ZERO COV (COMPOSTI ORGANICI VOLATILI)**

ZERO VOC (VOLATILE ORGANIC COMPOUNDS)

**ZERO TITANIO**

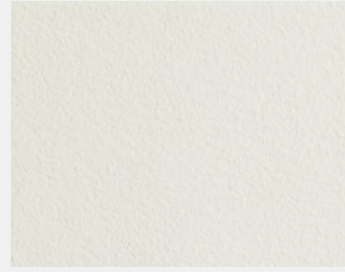
TITANIUM FREE



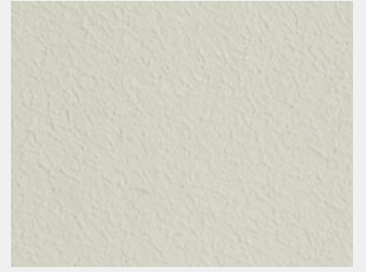
20160



20164



20168



20172



20161



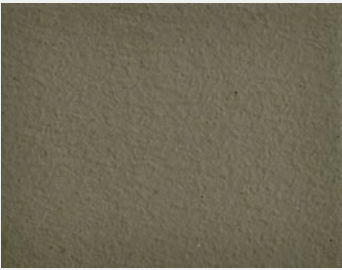
20165



20169



20173



20162



20166



20170



20174



20163



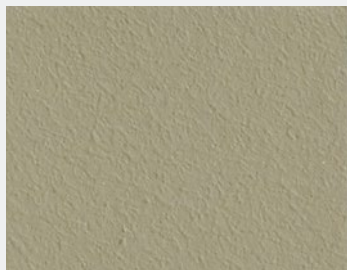
20167



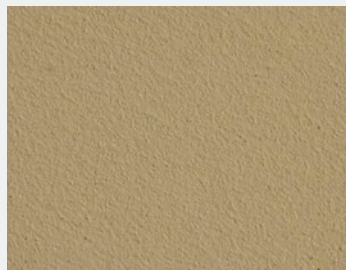
20171



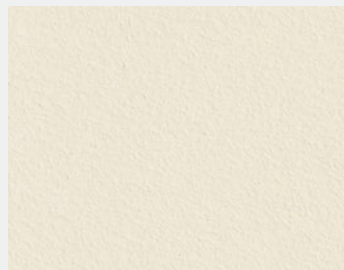
20175



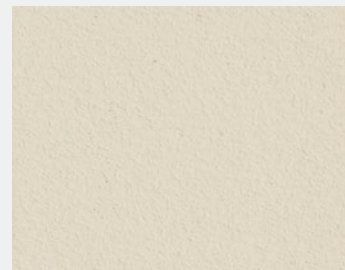
20176



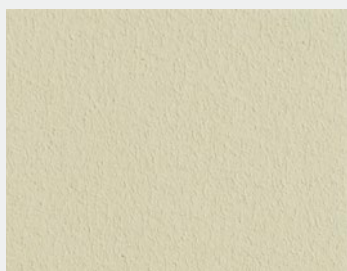
20180



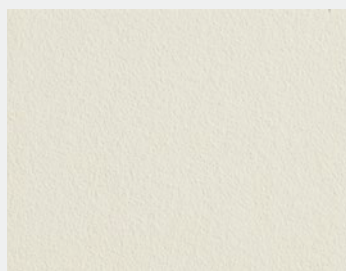
20184



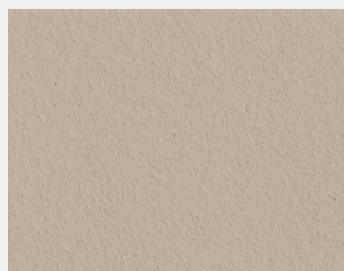
20188



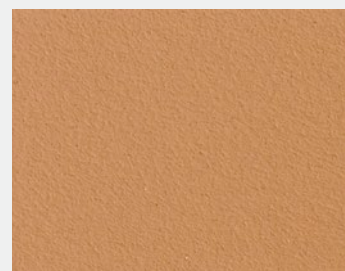
20177



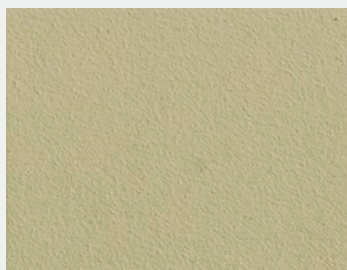
20181



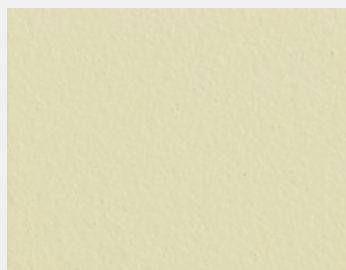
20185



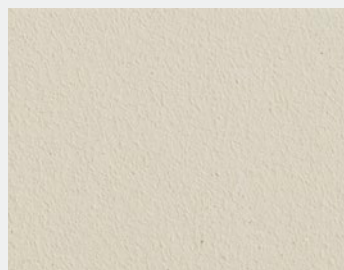
20189



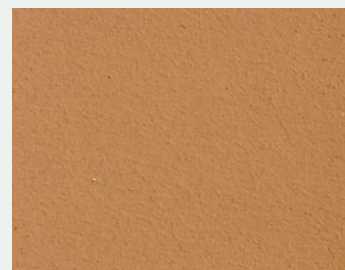
20178



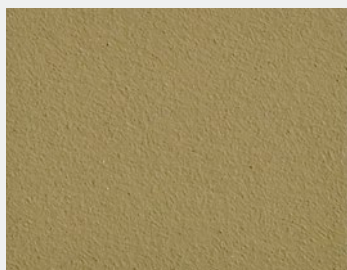
20182



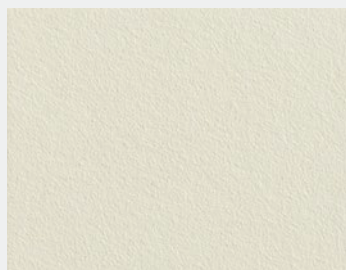
20186



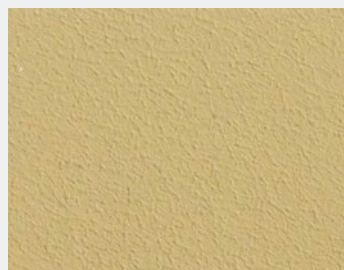
20190



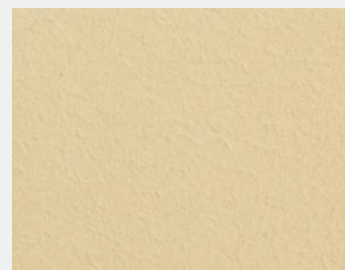
20179



20183



20187



20191



## IT. Finitura minerale per interni, ai silicati.

Puro\_VOC Free è una finitura minerale opaca per interni, a base di polisilicato di potassio, inodore ed esente da biocidi, composti organici volatili (VOC) e Formaldeide. Puro\_VOC Free è formulato con un legante derivante da biomassa sostenibile, che sostituisce materie prime fossili. PURO si applica su qualsiasi supporto murario, pitture di natura minerale e sintetica o direttamente su cartongesso. L'elevata traspirabilità e la natura alcalina aiutano a preservare le superfici dalla formazione delle muffe.

Applicare Puro\_VOC free a rullo, pennello o airless.  
Resa: 5-6 m<sup>2</sup>/l nei due strati.  
Per maggiori informazioni consultare la scheda tecnica.

## EN. Mineral finish for interiors, silicate-based

Puro\_VOC Free is a water-based matt mineral finish for interiors, formulated with polysilicate of potassium, odorless and without biocides, volatile organic compounds (VOC) and Formaldehyde.

Puro\_VOC Free is formulated with a special binder, made from sustainable biomass, that replaces the fossil raw materials.

It is suitable for the application on each kind of walls, mineral or synthetic paints, and direct application on plasterboard. The high breathability and alkaline nature help to preserve the substrate from mold development.

Application with roller, brush or airless.  
Yield: 5-6 m<sup>2</sup>/l in two layers.  
For more information please check the technical data sheet.

## FR. Peinture à l'eau transpirante aux silicates pour intérieurs.

Puro\_VOC Free est une peinture minérale mate pour intérieurs, à base de polysilicate de potassium, inodore et sans biocides, composés organiques volatils (COV) et Formaldéhyde. Puro\_VOC Free contient un liant spécial, produit à partir d'une biomasse durable pour remplacer les matières premières fossiles.

Sa formule rend Puro\_VOC Free indiqué pour l'application sur tout type de support mural, toute peinture de nature minérale et synthétique et pour l'application directe sur placoplâtre. Son haut pouvoir transpirant et sa nature alcaline aident à protéger les surfaces contre la formation des moisissures.

Application avec rouleau, pinceau ou spray.  
Rendement: 5-6 m<sup>2</sup>/l en deux couches.  
Pour plus de renseignement, merci de consulter la fiche technique.

## DE. Atmungsaktive Wasserfarbe für Innenbereiche auf Silikatbasis.

Bei Puro\_VOC Free handelt es sich um eine matte, mineralische Wasserfarbe für Innenbereiche auf der Basis von Kaliumpolysilikat, die geruchlos und frei von flüchtigen organischen Verbindungen (sog. VOC, volatile organic compounds) sowie Formaldehyd ist. Puro\_VOC Free ist mit einem besonderen Bindemittel formuliert, dass gemäß dem „Mass-Balance“-Ansatz mit einer nachhaltigen Biomasse anstelle von fossilen Rohstoffen hergestellt wird.

Ihre Formulierung macht sie für die Anwendung auf Untergründen jeglicher Bauart und auf synthetischen Anstrichen geeignet. Ihre hohe Atmungsaktivität und alkalische Natur verhindert die Bildung von Schimmel auf den damit behandelten Flächen.

Anwendung: mit Rolle, Pinsel oder Airless.  
Ergiebigkeit: 5-6 m<sup>2</sup>/l in den zwei Schichten.  
Weitere Informationen finden Sie im technischen Datenblatt.







## PURO\_VOC FREE



Certificato Indoor Air Comfort Gold.  
Indoor Air Comfort Gold certified.



Certificato A+ per le basse emissioni di sostanze volatili nell'aria  
A+ Certified for the low emissions of volatile substances in the air



Riduce il carbon footprint. Certificato REDcert<sup>2</sup>  
Reduction of the carbon footprint. REDcert<sup>2</sup> Certified



Riduce la concentrazione di formaldeide nell'aria  
Reduction of the formaldehyde concentration in the environment

Le tonalità di questa cartella hanno valore puramente indicativo. The color samples in this color chart should be considered purely indicative.

# novacolor<sup>®</sup>

I colori dell'Architettura

Novacolor Back office:  
Via U. Aldrovandi 10, 47122 Forlì (FC)  
Tel +39 0543 401840 - info@novacolor.it



Novacolor is committed to reduce  
the environmental impact by producing  
friendly materials.



AZIENDA CON  
SISTEMA DI GESTIONE  
CERTIFICATO DA DNV  
ISO 9001 • ISO 14001

COMPANY WITH  
MANAGEMENT SYSTEM  
CERTIFIED BY DNV  
ISO 9001 • ISO 14001

Made in Italy