

novacolor®  
I colori dell'Architettura

# LimeWash

EFFECT

Autentiche pitture a calce ed argille italiane per interni ed esterni con effetto lime wash  
Authentic Italian lime and clay-based paints for interiors and exteriors lime wash effects



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

## LimeWash

EFFECT

Non è un semplice effetto, è un linguaggio materico. Ogni pennellata racconta una storia fatta di pigmenti naturali, luce e calce — uno dei materiali più antichi e versatili dell'arte della decorazione.

Con Era a Pennello / Lime Paint e CalceCruda Tinta a Stucco, Novacolor reinterpreta l'effetto limewash con finiture a basso spessore che lasciano emergere il carattere del supporto, generando texture materiche, cromaticamente irregolari e autentiche.

Scelto da chi cerca la bellezza nell'essenziale e progetta spazi che sanno emozionare, evolvere, resistere nel tempo, il limewash è una dichiarazione estetica: minimale, organica, autentica. Una materia vibrante che unisce armonia visiva, benessere abitativo e sostenibilità, trasformando ogni superficie in un progetto decorativo consapevole.

*It's not just an effect — it's a material language. Every brushstroke tells a story made of natural pigments, light, and lime — one of the oldest and most versatile materials in the art of decoration.*

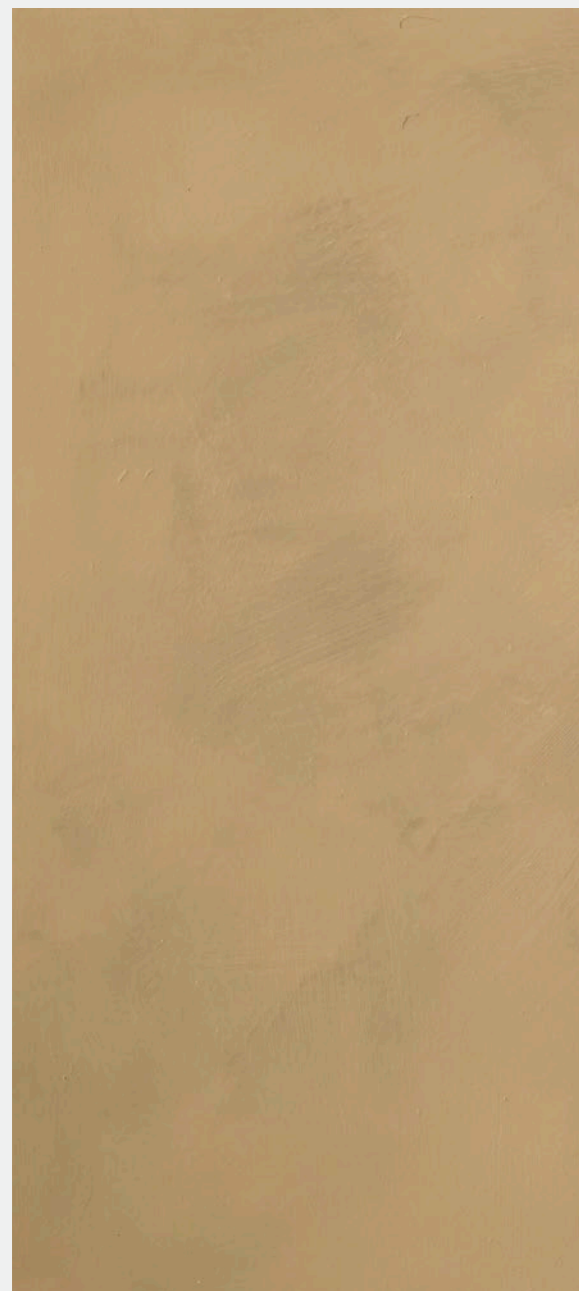
*With Era a Pennello / Lime Paint and CalceCruda Tinta a Stucco, Novacolor reinterprets the limewash effect through thin-layer finishes that allow the character of the surface to emerge, creating textured, chromatically irregular, and authentic effects.*

*Chosen by those who seek beauty in simplicity and design spaces that inspire emotion, evolve, and stand the test of time, limewash is an aesthetic statement: minimal, organic, authentic. A vibrant material that combines visual harmony, living comfort, and sustainability — turning every surface into a conscious decorative project.*

Una materia che respira,  
si trasforma e si lascia  
attraversare dalla luce.

*A material that breathes,  
transforms, and lets light  
pass through.*





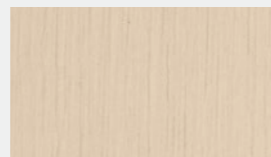
ERA A PENNELLO EP 20330



EP 20330



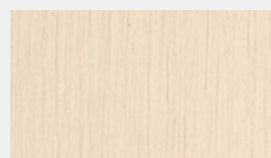
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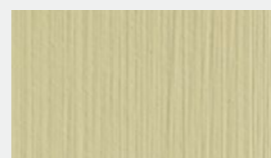
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EP 20334



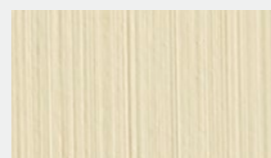
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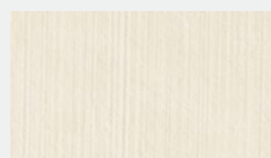
EP 20333



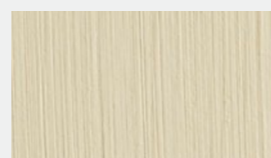
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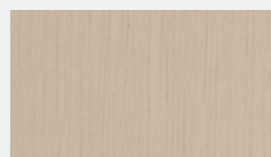
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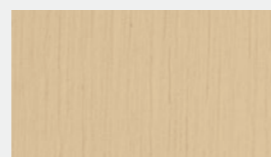
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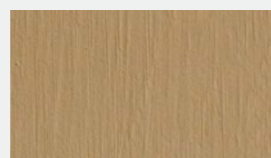
EP 20329



EP 15046



EP 15005



EP 20319

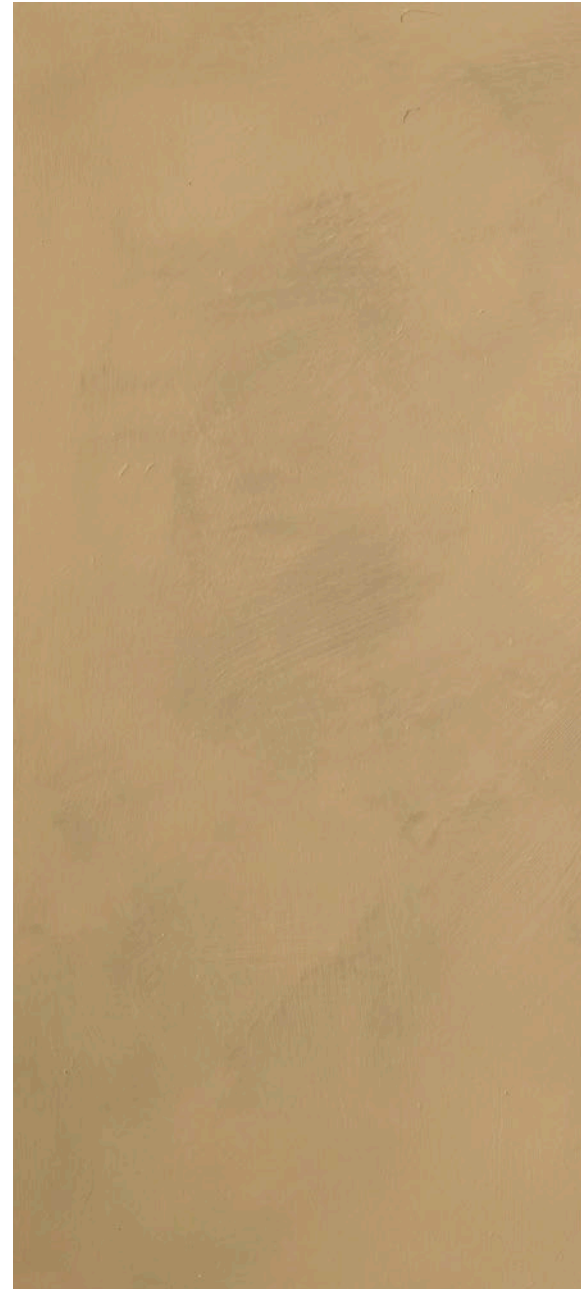


EP 15013\*

Effetto calce dilavata:  
tra profondità minerale  
e sfumature cromatiche

*Limewash effect:  
between mineral depth  
and color shading.*





ERA A PENNELLO EP 20330

\* Solo per interni / Interiors only



EP 20330



EP 20335



EP 15030



EP 20334



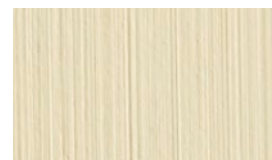
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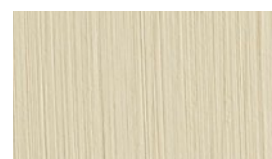
EP 15043



EP 20336



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EP 15013\*



EP 20321



EP 15057



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EP 15006



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EP 20301



EP 15017



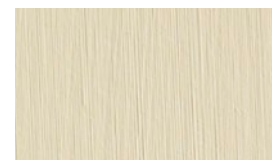
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EP 15036



EP 20322



EP 20316



EP 15033



EP 15051



EP 20323



EP 20320



EP 15034



EP 15038



EP 15003



EP 20317



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EP 15004



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EP 20307



EP 20306



EP 20303



EP 20308



EP 20332



EP 20310



EP 20309



EP 20305



EP 15050



EP 15064



EP 15063



EP 20304



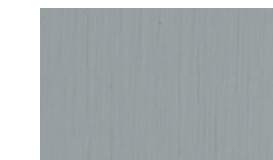
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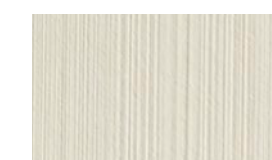
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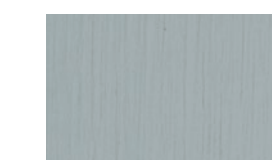
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EP 20300



EP 15066



EP 15053



EP 15061



EP 20325



EP 15067\*



EP 20311



EP 15065



## LimeWash EFFECT

### IT. Autentiche pitture a calce italiane con effetto lime wash

#### Era a Pennello / Lime Paint

Pittura per interni ed esterni composta da idrato di calce, selezionati inerti e modificanti reologici che ne garantiscono un'ottima lavorabilità. Consente di ottenere aspetti estetici dai colori morbidi e vibranti.

Resa: 2-4 m<sup>2</sup>/Kg nei due strati. Per maggiori informazioni consultare la scheda tecnica.

#### CalceCruda Tinta a Stucco

Finitura decorativa minerale per interni a base di calce, argilla purificata e selezionati marmi che, opportunamente bilanciati, permettono di ottenere un'ottima lavorabilità e versatilità. Applicata a pennello dà origine a finiture opache, ricche di sfumature e variazioni cromatiche.

Resa: 0,4-0,7 Kg/m<sup>2</sup> nei due strati. Per maggiori informazioni consultare la scheda tecnica.

### EN. Authentic Italian lime paints with lime wash effects

#### Era a Pennello / Lime Paint

Lime-based paint for interiors and exteriors, made of hydrated putty, selected inert and rheological modifiers, which guarantee a perfect workability of the product. With its formulation, Era a Pennello permits to achieve soft and vibrant shades.

Yield: 2-4 m<sup>2</sup>/Kg in two layers. For more information please check the technical data sheet.

#### CalceCruda Tinta a Stucco

Mineral decorative finish for interiors based on lime, purified clay, and selected marble powders which, carefully balanced, ensure excellent workability and versatility. When applied with a brush, it creates matte finishes rich in shading and color variations.

Yield: 0,4-0,7 Kg/m<sup>2</sup> in two layers. For more information please check the technical data sheet.



CALCECRUDA TINTA A STUCCO EP 20335

novacolor.it



Era a Pennello  
/ Lime Paint



CalceCruda  
Tinta a Stucco

firedot

2025

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## LIMEWASH EFFECTS



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

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

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