RUSTORICO

Special effects
Designer Finishes

Jenson & Nicholson established its presence in India, in the year 1922 and the company is considered India's second oldest paint company. In 2016, Jenson & Nicholson India Limited and Sheenlac collaborated to form the joint venture Jenson & Nicholson Paints Private Limited (JNPL), with the intent to revive the brand and build a viable alternative in the retail Decorative Paint market in India. In 2024, Sheenlac acquired Jenson & Nicholson India Limited paints marking a significant milestone in its growth journey.

Jenson & Nicholson Paints Private Limited (JNPL) embarked on a journey to renew and revamp the brand Jenson & Nicholson in the retail decorative paint market, taking into account the brand's gradually declining presence, owing to challenging circumstances, over the years. Today, team Sheenlac has established its absolute ownership of the brand and it aspires to revive J&N brand and propel it to greater heights!

JNPL has began re-establishing the INSTA COLOR brand which was the pioneer in the tinting of shades and continues to exact high recall in the decorative paint segment, till date. Moreover, the company has introduced many high-quality formulations in the South Indian market that is renowned for being extremely quality conscious. Jenson & Nicholson Paints Private Limited (JNPL) has adopted aggressive and agile R&D efforts to innovate and produce market first products and solutions!

Rustorico is a water-based coating that elegantly replicates the oxidation effect of iron and its characteristic metallic nuances.

Rustorico Oxidised Effect
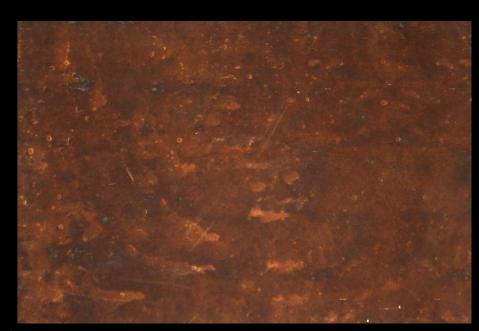
1st coat : JN Speciality Primer
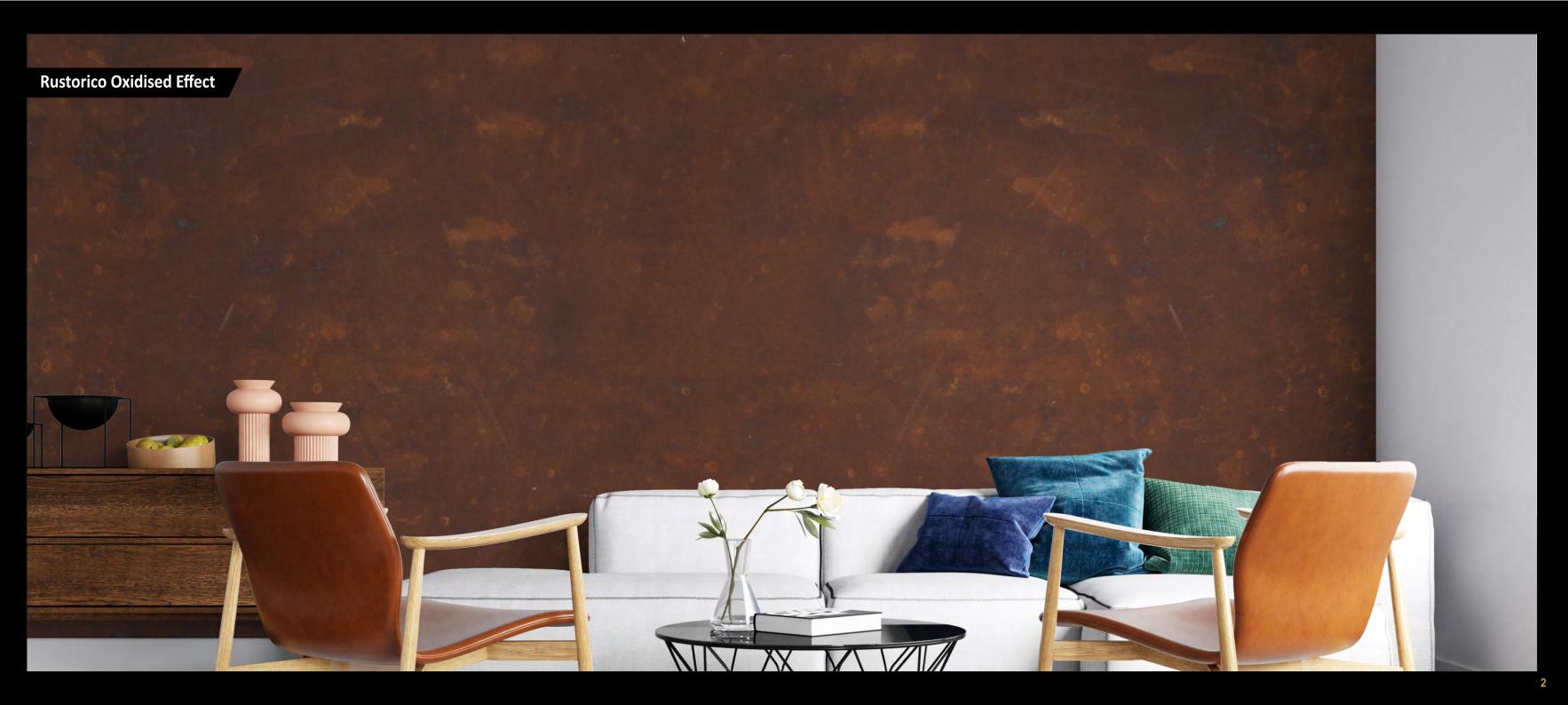
2nd coat : Rustorico

3rd coat : Rustic catalyst

4th coat : Rustic catalyst (if required)

5th coat : Speciality Clear 16

6th coat: Speciality Clear 16

Rustorico Copper Oxide Effect

Coating Sequence:

1st Coat : JN Speciality primer
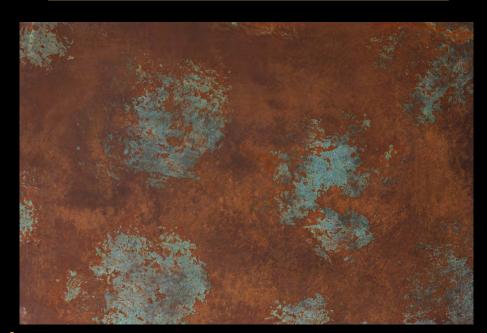
2nd coat : Rustorico

3rd coat : JN Speciality metallic colorant 109

4th coat : Rustic catalyst

5th coat : Rustic catalyst (if required)

6th coat : Speciality Clear 16

7th coat : Speciality Clear 16

Rustorico Oxidised Galvanised Effect

Coating Sequence:

1st Coat : JN Speciality primer

2nd coat : JN Speciality metallic colorant 109

3rd coat : Rustorico

4th coat : Rustic catalyst

5th coat : Rustic catalyst (if required)

6th coat : Speciality Clear 16

7th coat : Speciality Clear 16

JENSON & NICHOLSON SPECIAL EFFECTS

Transform your living space into an embodiment of your personality and unique taste with JN Special effect designer finishes. It goes beyond being just a home; it's an expression of your persona and indulgences. Witness an unprecedented interplay of materials and patterns, thoughtfully curated for the modern home. The avant-garde yet sophisticated color palette offers a one-of-a-kind blend of classy and contemporary elements, ensuring that JN Special effect designer finishes brings the wow-factor to your living spaces. Tailored for today's homes, the finishes seamlessly integrate with the myriad elements of modern interior decor.

Explore our collection boasting 10 stunning finishes, promising to redefine the essence of luxury decor.

RUSTORICO

Introducing our latest innovation in decorative paint: a water-based coating that elegantly replicates the oxidation effect of iron and its characteristic metallic nuances. This cutting-edge product is designed specifically for interior use, providing a versatile solution for enhancing the aesthetic appeal of residential and commercial spaces.

Key Features (Oxidation effect Replication, Water-based formulation, Ease of application, Durable finish, Versatile use)

New surfaces: use a suitable filler to repair the surface where necessary. When dry, sand the surface and apply a coat of JN Speciality primer diluted 15 - 20% with water.

Old surfaces: remove old peeling or chalking paint and wash using a suitable product. Next, apply a coat of JN Speacility primer diluted 50% with water to act as a fixative. After approximately 4 hours, apply a second coat of JN Speciality primer diluted 20 - 30% with water. However, if the surfaces are sound and not chalking, apply a single coat of JN Speciality Primer diluted 20 - 30% with water.
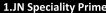
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APPLICATION: Oxidised Effect

| 1.JN Speciality Primer | 2.Rustorico | 3 (4).Rustic Catalyst (2 coats if required) | 5 (6).Speciality Clear 16 (2 coats) |

Oxidised Effect: Apply one coat of RUSTORICO with criss-crossstrokes in all directions, to ensure good coverage by working the surface while it is still wet with the paint brush rinsed out. After 8 hours, apply JN Speciality-Rustic Catalyst by dabbing the surface with the sea sponge in patches, and then working over the empty zones with the same sponge. After 3 hours, apply the second coat (or more), depending on the desired level of oxidation.

APPLICATION: Copper Oxide Effect

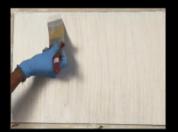| 1.JN Speciality Primer | 2.Rustorico | 3.JN Speciality metallic colorant 109 | 4.Rustic Catalyst (2 coats if required) | 5.Speciality Clear 16 (2 coats) |

Copper Oxide Effect: Apply one coat of RUSTORICO with short brush strokes in all directions, then work over the surface again with the rinsed-out brush. After 10 minutes, apply one coat of JN Speciality -Metallic colorant 109, using the more compact side of the sea sponge. Dab the surface as desired in patches, depending on how much copper oxide should remain visible at the end of the application. After 8 hours, apply JN Speciality -Rustic Catalyst by dabbing the surface with the sea sponge in patches, and then working over the empty zones always with the same sponge. After 3 hours, apply the second coat (or more), depending on the desired level of oxidation.

1.JN Speciality Primer | **2.JN Speciality metallic colorant 101** | **3.Rustorico** | **4.Rustic Catalyst (2 coats if required)** | **5.Speciality Clear 16 (2 coats)**

Oxidised Galvanised Effect:

Apply one coat of JN Speciality Metallic Colorant 101 with vertical brush strokes to cover the surface, then after roughly 4 hours, apply one coat of RUSTORICO, also with a brush, creating jagged vertical strips of varying lengths. After 8 hours, apply JN Speciality Rustic Catalyst with vertical strokes over the entire surface, then after 3 hours at 20°C apply the second coat (the third coat is optional).

To stop oxidation, but also to ensure that the surface does not get dirty at the touch and to make it moderately washable, apply two coats of JN Speciality Clear 16 at a 2-hour interval. JN Speciality Clear 16 must be used at least 1 - 2 days after the decoration, but also depending on the desired oxidation intensity. Nonetheless, the oxidation will have completed its reaction after 8 - 10 days. JN Speciality Clear 16 must be applied using a woollen roller with strokes in all directions, on a surface decorated with the Oxidised Effect or Copper Oxide Effect; with the Oxidised Galvanised Effect, instead, it must be applied with vertical strokes.

Coverage:
JN Speciality primer - 80 to 120 Sq.ft per Ltr for one coat
Rustorico - 100 to 130 Sq.ft per Ltr for one coat on smooth surfaces for the oxidised effect or Copper oxide effect
Rustorico - 350 to 400 Sq.ft per Ltr for one coat on smooth surfaces for the Oxidised Galvanized effect
JN Speciality Metallic colorant 109 - 80 to 100 Sq.ft per liter for one coat on smooth surface
JN Speciality Metallic colorant 101 - 120 to 130 Sq.ft per liter for one coat on smooth surfaces
JN Rustic Catalyst - 90 to 100 Sq.ft per liter for two coats
JN Speciality Clear 16 - 50 to 60 Sq.ft per liter for two coats
(it may vary depending on roughness, porosity, absorption surface and application method)

NOTE: Mix well before use, wash the tools with water, immediately after using, with water and soap.

Dilution details:
JN Speciality primer - 15 to 20% with water
Rustorico - Ready to use
JN Rustic Cayalyst - Ready to use
JN Speciality Metallic colorant 101 - Ready to use
JN Speciality Metallic colorant 109 - Ready to use
JN Speciality Clear 16 - Ready to use

Tools Required:

Roller | Brush | Sponge

Copper Oxide Effect | **Oxidised Effect** | **Oxidised Galvanised Effect**

SINCE 1922

J&N
PAINTS

Jenson &
Nicholson

Whenever you see colour, think of us

Special
effects
Designer Finishes