



CLEAN EXTREME

HIGH PERFORMANCE EMULSIONS



It's not just paint.
It's personal.



Now part of the Hempel Group, a world leading coating supplier for the decorative, protective and marine markets, Crown Paints can trace its history over 200 years. It goes without saying that our highest priority still remains the production of high quality paints that meet our customers' needs.

Crown Trade is our premium quality professional paints brand. Developed to give vibrant colour, excellent coverage and consistent quality, Crown Trade is widely specified in both domestic and commercial environments and used by contractors, decorators and builders. Crown Trade is backed by market leading advice and a service that is second to none.

Crown Trade offers a complete range of proven premium quality products, ideal for every decorating situation, from our Covermatt emulsion for use in new build environments to our market leading Timonox Flame Retardant Coatings range, which can slow down the spread of flames, protecting buildings and lives in the event of a fire.

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Why choose Crown Trade Clean Extreme?

The Crown Trade Clean Extreme range of paints has been specifically formulated to combat constant abuse and repetitive cleaning, whilst maintaining a beautiful finish. Its self cross-linking acrylic technology and unique blend of raw materials results in a super tough, stain resistant finish that resists burnish marks. Now also available in a mould inhibiting finish and an anti-bacterial finish, to offer extra protection.

- 100% MORE STAIN RESISTANT
- EXTREME SCRUBBABILITY
- SUPER TOUGH
- CLASS 1 ISO 11998 INDEPENDENTLY TESTED
- NEW ANTI MOULD SOLUTION
- NEW ANTI-BACTERIAL SOLUTION



Stain Resistant Test

The stain resistance test is designed to demonstrate how everyday stains can be easily washed away, when the wall is coated in Clean Extreme. The panels below were applied with a number of different products including red wine, coffee, curry, pen and pencil.

As you can see, the stains applied to the Clean Extreme panel have almost completely washed away.



Clean Extreme Panel

Competitor Panel A

Competitor Panel B

We test products against our closest rivals in the market to ensure we are ahead of the competition.

Class 1 ISO 11998 Test

The scrub resistance evaluates the resistance of the coating to repeated cleaning and is measured by the following method. A predetermined wet film thickness of the paint is applied to the test substrate and allowed to dry for 28 days.

The test panels are placed on the scrub testing machine and subjected to 200 / 40 scrub cycles (depending on paint type). After testing, the amount of paint which has been lost from the surface is calculated and expressed as a film thickness loss in micrometers. A Class 1 scrub rating indicates a loss of paint film of less than 5 microns after 200 scrubs.



Best Trade Durable Matt, as voted by



Crown Trade Clean Extreme Scrubbable Matt offers a finish that is 100% more stain resistant compared to conventional matt vinyl emulsion. It has superior cleaning capabilities which do not compromise the integrity or finished appearance of the paint film.

- 100% more stain resistant[^]
- New and aged stains can be easily cleaned away
- Extreme durability in high traffic areas
- 10,000 scrubs durability
- ISO 11998 class 1 scrub rating

Pack Size	2.5L, 5L & 10L
Colour Range	See Crown Trade Colour Collection Fan
Application	Brush*, Roller* or Spray
Spreading Rate	Up to 14m ² / litre
Drying Times	Touch dry: 1-2 hours Recoat: 4 hours

* (Synthetic) * (Medium Pile) ^ Compared to conventional matt emulsion

STAIN RESISTANT SCRUBBABLE MATT



Crown Trade Clean Extreme Acrylic Eggshell offers a finish that is 100% more stain resistant compared to conventional matt vinyl emulsion. It has superior cleaning capabilities which do not compromise the integrity or finished appearance of the paint film.

- 100% more stain resistant[^]
- Extreme durability in high traffic areas
- Subtle mid sheen finish
- ISO 11998 class 1 scrub rating

Pack Size	5L
Colour Range	See Crown Trade Colour Collection Fan
Application	Brush*, Roller* or Spray
Spreading Rate	Up to 14m ² / litre
Drying Times	Touch dry: 1-2 hours Recoat: 4 hours

* (Synthetic) * (Medium Pile) ^ Compared to conventional matt emulsion

STAIN RESISTANT ACRYLIC EGGSHELL

Why choose a mould inhibiting paint?

Most of us are familiar with the damage and unsightly stains caused by condensation and mould that can occur in void spaces, bathrooms and kitchens.

Condensation can be a problem in newbuild and renovations where properties are uninhabited for any length of time; and in inhabited properties where temperature differentials between rooms, poor ventilation and damp outdoor conditions can lead to mould forming on walls and ceilings and around windows and doors.

Crown Trade's Clean Extreme Mould Inhibiting Paints have been specially formulated to offer long lasting protection from unsightly and unhygienic mould. Combining a high opacity formulation with a built in fungicide that puts a stop to mould growth on the paint film, unlike other anti-mould paints on the market, Crown Trade's Clean Extreme Mould Inhibiting range is highly resistant to stains and can be repeatedly cleaned and scrubbed without any detriment to the finish.

Fungal testing was carried out according to the British Standard test procedure BS3900: G6, in which the test paint films were inoculated with a spore suspension containing the following mixture of mould and yeast fungi.

Lacinia	Auctor varius
Lacus consecetur	Massa
Duis auctor varius	Cras orci
Massa	Faucibus
Cras orci	Aliquam
Faucibus	Dapibus et diam
Duis	Auctor

The test panels and control panels were spray inoculated with the spore suspension and placed in fungal test cabinets to incubate. After 7 days the panels were re-inoculated with the spore suspension and incubation was continued.



Flat Panel Humidity Chamber

The test panels clearly show the effectiveness of Clean Extreme Mould Inhibiting paint as a mould inhibiting product when compared to a standard paint product.

Competitor Panel



Panel coated with standard non-fungicidal emulsion.



Clean Extreme Panel

Crown Trade Clean Extreme Mould Inhibiting Scrubbable Matt



Crown Trade Clean Extreme Mould Inhibiting Scrubbable Matt offers a dual purpose solution that is stain resistant and defends against mould growth. Formulated using advanced slow release technology, suitable for interior walls and ceilings.

- Ideal for Kitchens, Bathrooms and void premises
- Extreme fungicidal barrier defence
- Superior stain resistance
- New and aged stains can be easily cleaned away
- ISO 11998 class 1 scrub rating

Pack Size	2.5L & 5L
Colour Range	See Crown Trade Colour Collection Fan
Application	Brush*, Roller+ or Spray^
Spreading Rate	Up to 14m ² / litre
Drying Times	Touch dry: 1-2 hours Recoat: 4 hours

* (Synthetic) + (Medium Pile) ^ (Dilution may be required)



Crown Trade Clean Extreme Mould Inhibiting Acrylic Eggshell offers a dual purpose solution that is stain resistant and defends against mould growth. Formulated using advanced slow release technology, suitable for interior walls and ceilings.

- Ideal for Kitchens, Bathrooms and void premises
- Extreme fungicidal barrier defence
- Superior stain resistance
- New and aged stains can be easily cleaned away
- ISO 11998 class 1 scrub rating

Pack Size	2.5L & 5L
Colour Range	See Crown Trade Colour Collection Fan
Application	Brush*, Roller+ or Spray
Spreading Rate	Up to 14m ² / litre
Drying Times	Touch dry: 1-2 hours Recoat: 4 hours

* (Synthetic) + (Medium Pile)

Why choose an anti-bacterial paint?

Superbugs such as MRSA and E.coli can be found in a wide selection of places, not only in hospitals and healthcare facilities, but also in schools, nursing homes, veterinary surgeries and even in areas of our own homes such as kitchens and children’s playrooms.

To successfully protect against the spread of bacteria and for areas that need to be hygienically clean, anti-bacterial paint should be applied to the surface.

Crown Trade’s Clean Extreme Anti-Bacterial paints have been specially formulated to prevent the growth of bacteria for 10 years, as well as offering ongoing protection against black mould and algae. Crown Trade’s Clean Extreme Anti-Bacterial range provides a high quality anti-bacterial finish, enhanced through the use of independently tested SteriTouch® silver ion technology. As well as being stain resistant, the Clean Extreme Anti-Bacterial range has been specifically formulated to withstand rigorous cleaning and scrubbing to give extra peace of mind.

SteriTouch®

Our anti-bacterial paints have been developed in partnership with SteriTouch®

SteriTouch® is a range of antimicrobial additives designed to reduce the growth of harmful organisms such as bacteria, mould and fungi, while remaining entirely safe for even the most sensitive applications. Clean Extreme Anti-Bacterial in conjunction with SteriTouch® comes with a guarantee for the antimicrobial component of the product for the lifetime of the paint.

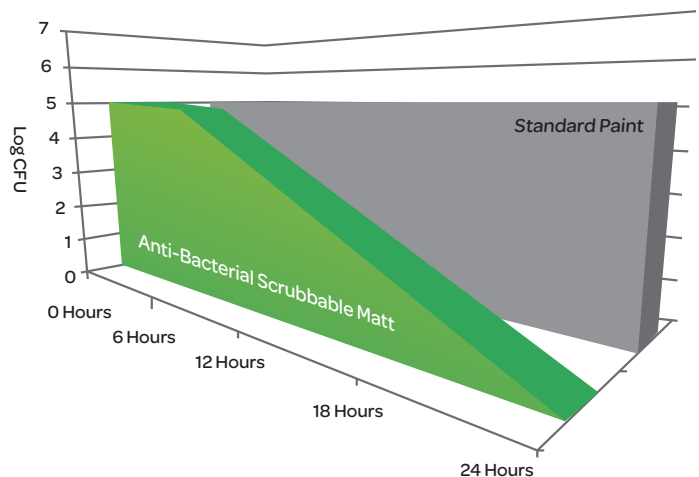
CLEAN EXTREME Anti-Bacterial Scrubbable Matt

vs Standard Paint

Testing

Independent laboratory testing (JIS Z 2801:2000) certifies our anti-bacterial products meet the highest international manufacturing and antimicrobial standards. Clean Extreme Anti-Bacterial kills bacteria (99.99% certified), and prevents bacteria from infecting work, living, recreational, medical, care, dining, hospitals, restaurants, education and other environments.

Methicillin Resistant Staphylococcus Aureus (MRSA) @ 25°C



The following tables show the average results for each test sample.

MRSA (IID-1677) tested @ 25°C

Sample	0 hours	6 hours		24 hours	
	CFU	CFU	% Reduction	CFU	% Reduction
Standard Paint	110000	100000	n/a	140000	n/a
Clean Extreme Anti-Bacterial Scrubbable Matt	110000	77000	23%	<10	99.99%

Notes: CFU = Colony Forming Units. The theoretical limit of detection is 10 CFU. If no bacteria are recovered, the result is reported as “<10 CFU”



Crown Trade Clean Extreme Anti-Bacterial Scrubbable Matt offers a dual purpose solution that is stain resistant and defends against bacteria such as MRSA and E.coli, using independently tested SteriTouch® silver ion technology, suitable for interior walls and ceilings.

- SteriTouch® silver ion technology
- MRSA & E.coli defence coating
- Superior stain resistance
- New and aged stains can be easily cleaned away
- Independently tested to ISO 11998 class 1 scrub rating

Pack Size	5L
Colour Range	See Crown Trade Colour Collection Fan
Application	Brush*, Roller+ or Spray^
Spreading Rate	Up to 14m ² / litre
Drying Times	Touch dry: 1-2 hours Recoat: 4 hours

* (Synthetic) + (Medium Pile) ^ (Dilution may be required)

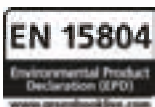


Crown Trade Clean Extreme Anti-Bacterial Acrylic Eggshell offers a dual purpose solution that is stain resistant and defends against bacteria such as MRSA and E.coli, using independently tested SteriTouch® Silver Ion Technology, suitable for interior walls and woodwork.

- SteriTouch® silver ion technology
- MRSA & E.coli defence coating
- Superior stain resistance
- New and aged stains can be easily cleaned away
- ISO 11998 class 1 scrub rating

Pack Size	5L
Colour Range	See Crown Trade Colour Collection Fan
Application	Brush*, Roller+ or Spray
Spreading Rate	Up to 14m ² / litre
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* (Synthetic) + (Medium Pile)



The Right Partner For Your Job

Crown Trade offers a complete range of proven premium quality products, ideal for decorating every situation. We pride ourselves on our range of specialist coatings with technology designed specifically for individual projects, so you know that Crown Trade always has the right paint for your job.

Fastflow Quick Dry System

Offers all of the benefits of a traditional solvent based finish in a unique water based formulation.

QUICK DRY GLOSS

Fastflow Quick Dry Gloss

- Interior & exterior use
- Feels like a traditional gloss
- Quick drying
- Excellent flow
- High sheen



QUICK DRY SATIN

Fastflow Quick Dry Satin

- Interior & exterior use
- Breatheasy® formulation
- Advanced water-based technology
- Contemporary satin finish



IN ANY SPACE...
STAINS LEAVE NO TRACE



**CLEAN EXTREME
MOULD INHIBITING**

Ideal for kitchens
and bathrooms

**CLEAN EXTREME
STAIN RESISTANT**

Ideal for high
traffic areas

**CLEAN EXTREME
ANTI-BACTERIAL**

Ideal for hospitals &
healthcare facilities

It's not just paint. *It's personal.*

Specification service solutions for your project



We want our customers to be totally happy with our products and services, and go the extra mile to ensure that your decorative and protective needs are satisfied.

We offer as standard:

- Dedicated specification support
- Site visits including conditions surveys and flake analysis
- Full technical specifications and asset management programmes
- Training specifying clients and painting contractors
- Assessing climatic, atmospheric and environmental conditions to ensure correct specification
- Assistance in developing sound cyclical maintenance programmes to ensure optimum value
- Guidance in dealing with fire safety legislation and fire risk analysis
- Colour scheming advice
- On-going site support and setting key performance indicators
- BIM objects for all products

We care about our environment and community

- Sustainability
- Charity & Community
- Education, Skills & Apprenticeships
- The Hempel Foundation

For more information please visit the [Corporate](#) section of [crownpaint.co.uk](#)



Health & Safety

Crown Trade paints are made to be safe for you to use, but before using or storing any of our products, you should refer to the relevant Safety Data Sheet. These are available from the Customer Relations Team on:

Tel: **0330 0240297**

Email: info@crowntrade.co.uk

Or on our website: crowntrade.co.uk

Clean Extreme - Top tips for cleaning

- Allow 7 days after application for full durability to develop
- Wash stains with warm soapy water and a cloth or sponge
- For more stubborn stains, use warm 'hand hot' water
- Scourers, abrasive cleaners and cleaning agents containing alcohol are not recommended as this can mark the film appearance

CROWN PAINTS

PaintSpec
Finder

Use the Crown Paints PaintSpec Finder® at
crownpaintspec.co.uk



By Appointment
to Her Majesty The Queen
Manufacturers of Paints
Crown Paints Limited
Darwen, Lancashire



FM 543424
ISO 9001

EMS 543425
ISO 14001

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A part of  HEMPEL

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