



Title: A sharp eye into the world of Texture Paints

Author(s): Anil Srivastava

Corrosion	Sealants	Pigments	Binders	Construction Chemicals	Alkyds
Additives	Adhesives	Grinding Media		Titanium dioxide	Inks
Amino	Glass	Designer Finishes	Base Coat		DIY
	M&A	Emulsions	Oligomers	Varnish	Grinding
		CED		Marine	Powders
Polyurethanes	Can	White Cement			
UV-Cured	Coalescents	Coatings	Photo-Initiators	Paint Stripping	
	Rheology	E-Beam	Dispersing		Metal
		Epoxy	Automotive	Clear Coat	
Surface Preparation	Heat-Resistant	Paints	Driers	Decorative	MTO
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Colour Publications Pvt Ltd.

126-A, Dhruwadi, A V Nagwekar Marg

Prabhadevi, Mumbai - 400 025

Tel: +91-22-2430 6319

Editorial Contact:

S. Radhakrishnan
E-mail: editor.paintindia@colorpub.in

Advertising Contact:

Vinaya Sawant

E-mail: advt.paintindia@colorpub.in

A sharp eye into the world of Texture Paints

Anil Srivastava
Ultratech Paint Consultants

Introduction

TEXTURE paint has become one of the most popular trends in painting as different kinds of styles & designs can be created on the wall surface.

Texture paint is a novel concept in wall dressing. It is smart code for all walls.

Texture paint is now becoming the choice of Architects, Contractors, Builders & even the common man due to its long life & attractive finish

What Is Texture Paint

1. Texture paint is a designer and attractive finish.
2. Texture paint may be smooth or rough, glossy or matt, glittery look in different colors or have a pearl-like effect.
3. Smooth & glossy finish texture paint is recommended for interiors only.
4. Rough & thick film coating from (0.5-3mm). Texture Paint is truly recommended, preferably on exterior surfaces because of its unique design, long life & excellent weather ability.
5. Texture paints are a popular choice for adding depth and a unique aesthetic appeal while also providing functional benefits like durability & resistance to dust, sun, and severe climatic conditions.

Composition of Texture Paint

Thick texture paint is a paint of heavy consistency/high viscosity, composed of less mesh-sized extenders, graded siliceous aggregates, marble chips of various sizes, pigments, water-thinned binder with special additives.

Queries and Responses:
editor.paintindia@colorpub.in

Machine required for manufacturing

Texture Paint

1. Kneader mixer (Sigma mixer)/Pug mill / Ribbon For rough tough Rustik/Dholpur /Roller Texture /Perlina/Granula type Products and Rough Texture Paint.
2. High speed mixer (speed variable from 0-1440 RPM (For smooth Texture paint)

Excellent Features & Advantages of Exterior Texture Paint

1. Unique and very attractive design finish with excellent weather resistance.
2. Mostly single coat application & long life (7-10 years).
3. Unique flexibility & elasticity.
4. It is eco-friendly.
5. It is water repellent & heat resistant to some extent.
6. Recoating on textured paint is

possible.

7. Texture paint is recommended for high rise buildings, factory showrooms, Hospitals & Homes.

Disadvantages of Texture Paint

It requires a highly skilled applicator. Texture paint cannot be altered. Only the color of texture paint can be changed by recoating. It has lower coverage from 2-12 Square feet/kg. Sometimes dust sticks in grooves or in-between texture paint which looks unpleasant not easy to remove but can be removed with high jet water washing. At a time, it looks very costly. It is not within the reach of common people.

Types of common Texture paints

1. Roller finish - It is an orange peel-like effect applied with sponge roller. Coverage 8-10 square feet/kg depending on surface & type of

About the author

Anil Kumar Srivastav Is the CEO Of Ultratech Paint Consultants

HE is also the Technical Advisor to Bentec Organoclay Pvt. Ltd. He had recently organised the Global & Ultra Paint Tech Technical Workshop, in 2025 at Delhi.

A B Sc. (Chem.), M Sc. (Micro bio.) with many Technical certificate courses in Paint & Coating industry, he started his career with Spectrum Paints Ltd. In 1995, this was the first company which was in collaboration with Italy to launch Texture paints in India.

He was associated with many MSME paint industries like Spectrum Paints Ltd., the no.1 Texture paint company In India, Aquacem Paints, Acro Paints, Dr. Wall Care as R & D Manager and Production Manager. After an enriching technical knowledge & gaining big experience of 30 years in the paint & coating industry, he is now providing paint consultancy service to the MSME paint industry, covering all water-based paint, dry mix mortar and his favourite and expertise segment Texture Paint. His efforts are to educate & update the technical knowledge of the MSME paint industry and encourage to involve themselves in R & D & innovative work, making them competent to face the challenges of the current scenario.

Raw Materials for Texture Paint	
Sr.No.	Material
1	Soft Water
2	Water Softner SHMP or S.T.P.P
3	Wetting Agent Alfox -200
4	Dispersing Agent
5	Mineral Oil Based Defoamer
6	MEG / DEG
7	Calescent Agent Texanol / Filmer
8	HEC Or Bentec Plc + White
9	In Can Preservative
10	Titanium Dioxide (Rutile)
11	Pine Oil Silica or Dolomite 300 Mesh
12	Talc 400 Mesh
13	Mica Powder 400 Mesh
14	Wax Emulsion WE-400
15	Liquid Ammonia Or PHS-10
16	Styrene Acrylic Emulsion 50% Solid
17	Thickner (ASE or HASE Type)
18	Marble Aggregate or Silica Aggregate (24-60 Mesh)
19	Marble Aggregate or Silica Aggregate (50-150 Mesh)
20	Marble Grains or Silica Grains 0.5,1,2,3 mm.

Coverage is approximately 7-12 square feet/kg., depending upon the size of the bubble.

3. Trowel finish - Scratch finish/Rustic. It is applied by trowel. Coverage is 3-4 square feet/kg. depending on the size of grains, and wall surface.
4. Perlina - It is made up of dense grains applied with trowel. Coverage is 2-5 square feet/kg.
5. Granula - It is colored granules applied with a trowel. Coverage is 2-4 square feet/kg. depending on the size of grains and wall surface.

Texture Paint Drying & Washability Time

After application of texture paint, it gets touch dry in 2-4 hours, becomes hard dry within 12-24 hours & becomes rainproof within 48-72 hours of application depending on the temperature and substrate.

Texture Paint Market & Future Prospects

Texture paints offer excellent protection from Atmospheric changes, they are able to withstand cold, heat and rain provided fairly well. Special additive in them provides protection against water, humidity, Ultraviolet rays & alkalis.

Moreover they remain bright while being highly resistant to fungus, algae, peeling, flaking & fading. They are also thick enough (0.5-3mm.) to conceal tiny dents, uneven surface damage and wall defects. Additionally, surfaces coated with them require little care due to their exceptional durability & abrasion resistance. Moreover, Texture paints are used to hide imperfections on walls such as bumps & cracks.

Additionally there is a growing demand for environment-friendly paints that are made from natural & suitable materials and do not contain any harmful chemicals. Moreover the Indian government emphasizes the use of environment - friendly & sustainable construction chemicals & materials.

The increasing demand for premium building finishes is likely to propel demand for smooth Texture paint and for exterior walls on high-rise buildings, rough Texture paint like Rustic and Roller finish is the first choice. ■

Tentative Formulation of Texture (Rustik)		
Sr.No.	Material	
1	SOFT WATER	7
2	SHMP	0.15
3	BENTAC PLC WHITE OR HEC	0.16
4	WETTING AGENT ALFOX	0.1
5	DISPERSING AGENT	0.15
6	DOLOMITE 300 MESH OR SILICA 300 MESH	27
7	MARBLE OR SILICA (24-60 MESH)	28.4
8	MARBLE OR SILICA (50-150 MESH)	19.19
9	MARBLE GRAINS OR SILICA GRAINS.(2MM.)	6
10	STYRENE ACRYLIC EMULSION	10
11	MINERAL OIL BASED DEFOAMER	0.1
12	DEG	0.5
13	THICKENER ASE / HASE	0.2
14	PINE OIL	0.2
15	FILMER OR TEXANOL	0.2
16	WAX EMULSION WE-400	0.2
17	LIQUID AMMONIA OR PHS -10	0.25
18	IN CAN PRESERVATIVE (BIOLOX)	0.2
	Total	100

texture. Roller finish is applied by sponge roller application tool : Sponge roller & fur roller for base coat.

If finer grains of 1mm is used, it will provide more coverage in comparison to the commonly used

grains size of 2mm. More grains size, less coverage & vice versa.

2. Spray coat/Dholpur - As the name indicates this paint is applied with spray gun machine. It is in the form of attractive tiny bubbles or compact in single or double shades.