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Animamundi

Lightly metallic texture for interiors with a moderately pearlescent and matt effect



ANIMAMUNDI - V.2026-04-27

PRODUCT DESCRIPTION

Animamundi reinterprets the concept of “washed concrete” in an innovative way, offering on the one hand a product with a moderately pearlescent and matt effect, and on the other hand a strong material character.

In order to reduce the carbon footprint, **Animamundi** is formulated with a special binder derived from sustainable biomass, thus replacing fossil-based raw materials. This has been made possible thanks to a certified **REDcert²** “mass balance” technical and production methodology.

The product complies with the specifications of Eurofins **Indoor Air Comfort Gold**.

USES

High-end interior decoration, in line with the most modern and current “concrete” trends in the field of architecture.

Animamundi can meet the widest range of requirements in the field of interior finishes, ensuring effects with a strong material character while maintaining the prestige of metallized finishes.

IDENTIFICATION FEATURES

- Binder type: acrylic and styrenic copolymer in dispersion
- Density:

Animamundi Base Silver: 1.38 ± 0.05 g/ml

Animamundi Base Gold: 1.29 ± 0.05 g/ml

- Indoor Air Quality classification: **A+**
- **REDcert²** certified product: the product reduces the consumption of fossil resources thanks to the use of renewable raw materials in the value chain.
- Indoor Air Comfort Gold **IACG** certified product (Eurofins IACG-442-01-02)

PERFORMANCES

Animamundi allows the creation of “concrete-like” visual surfaces, with a strong material character and a refined satin pearlescent sheen.

DILUTION | Ready for use.

WARNINGS | Thoroughly mix the material before tinting and before application. Do not apply on fresh or potentially alkaline substrates; allow an adequate curing time, generally about four weeks. Application on concrete (RC) surfaces has a purely decorative function.

SUBSTRATE PREPARATION | (Referred to environmental conditions T=25 °C, RH=60%) The surface must be dry and free from dust and stains caused by moisture salts. If necessary, proceed with restoration or consolidation of the substrate using specific products. In the presence of mould, treat the surface with appropriate products. Remove, by brushing or washing, any efflorescence present and any flaking areas of old paint. Completely remove any thick layers of limewash or distemper paints. Remove deposits of dust, smog and other contaminants by brushing. In the presence of non-cohesive or powdery substrates, apply one diluted coat of **Decofix** (micronized wall fixative) with a brush. On dry and sound substrates, apply one diluted coat of **Novaprimer** (pigmented water-based acrylic fixative) with a brush or roller. On a completely dry surface, apply a first coat of **Animamundi** with a stainless-steel trowel, filling evenly and taking care not to create material build-up. Go over the still wet surface with the stainless-steel trowel to remove any irregularities. Allow the surface to dry completely (normally about 8 hours) and apply a second coat of **Animamundi** with a stainless-steel trowel. Work the still wet surface according to the desired aesthetic effect. Metal Core Effect After applying the second coat of **Animamundi**, go over the still wet surface with a clean stainless-steel trowel, working from top to bottom and from right to left. Wait a few minutes and repeat the previous operation, flattening any ridges that may have formed. Drying time: approximately 24 hours depending on the type of substrate, its absorbency and environmental conditions. On surfaces subject to heavy stress, it is recommended to apply one or more coats of **Clear Coat** (colourless interior protective coating) or, alternatively, **Clear Finish Monocomponent** (single-component water-based polyurethane protective coating). Refer to the relevant technical data sheet. Surfaces protected in this way may undergo a slight change in colour tone depending on the amount of protective product applied.

RECOMMENDATION | When applying, the material must be protected from the cold and from big heat changes during the entire application process. Do not apply at air, background and product temperatures below +5 °C or above +35 °C. Ambient humidity must be <75%; background humidity must be <10%. In order not to compromise the optimal appearance and performance of the product, we recommend applying it in the above-mentioned ambient conditions. It is advisable to complete each work with materials from the same batch of production. When using multiple batches, it is recommended to remix the various products together to avoid slight differences in shading. For the correct use of the above materials, and for dilution and laying, please

carefully read the technical data sheet.

The correct use of equipment and personal protective equipment (PPE) is recommended during all phases of background and product preparation, and of application).

CLEANING OF TOOLS

With water, immediately after use.

YIELD

5-8 m²/l for two coats, depending on the degree of finish of the substrate and its absorbency. It is advisable to check the actual coverage by carrying out a preliminary test on the specific substrate.

COLORS

Base Silver, **Base Gold** and **Animamundi** colour collection.

PACKAGING

1 l, 2,5 l, 5 l packages.

STORAGE LIFE CONDITIONS

This product must be used preferably within 2 years from its production date if kept in its original un-opened container and in conditions with suitable temperature.

SECURITY PROCEDURES

EU limit value (Dir. 2004/42/EC)

Cat. A/l: decorative effect coatings (water-base): 200 g/l (2010)

The product contains max: 200 g/l VOC

Use the product according to current health and safety regulations; after use, do not discard the containers in the environment; allow the residue to dry thoroughly, then treat as special waste. Do not dispose of residues in the sewers, waterways or ground. For more information consult the safety data sheet.