INTRODUCING FARROW & BALL

Farrow & Ball makes distinctive colours from high-quality ingredients, all in an eco-friendly water base. Industry-leading precision and more than 75 years of colour expertise go into every tin, to create paint and wallpaper that you can combine with confidence.

This helpful booklet introduces our range of finishes, our recommended application, and our environmentally conscious approach. For more detailed technical advice, please see our Product Advice Sheets, available at farrow-ball.com.
ECO-FRIENDLY PAINT

From our responsible practices to our recyclable materials, we’re committed at every step to reducing our impact on the earth without compromising on quality.

By choosing to craft our entire range with a water base, we’re creating products that are safer for the people you share your home with, as well as the wider world we all share.

WATER BASED
Since 2010, all our paints have been crafted with an eco-friendly water base. Virtually odorless with low levels of VOCs – which means no nasty fumes – they’re comfortable to apply and live with, without compromising on our richness and depth of colour. The entire range is scored A+ for indoor air quality, even our trim paints.

SAFE FOR ALL
Our Modern and Estate ranges are certiﬁed child-safe to help you transform everything from nursery furniture to toys. They’re also easy to clean from brushes with just water, without the need for dangerous solvents.

FULLY RECYCLABLE
We’re always seeking opportunities to reduce and recycle materials throughout our business. Because metal packaging is inﬁnitely recyclable, your empty tins can be transformed again and again into useful items, helping us dramatically reduce the amount of waste going to landfill. All of the paper for our colour cards, brochures and carrier bags is FSC® certiﬁed and sustainably sourced, and we even recycle all the dry waste from our factory into biomass.

RESPONSIBLY SOURCED
We’re committed to only working with people and companies who share our ethos. That includes working with FSC® certiﬁed printers, who use FSC® certiﬁed paper, to produce our printed items, and sourcing our rich pigments from responsible suppliers who are fully compliant with the Modern Slavery Act 2015.

CRUELTY FREE
We don’t test any of our paint on animals – we never have, and we never will, so you can always rest assured that you’re painting your home with a proudly cruelty-free product. Our most commonly used ﬁnishes – that includes our entire Modern, Estate, and exterior ranges – are vegan friendly too.

FIND OUT MORE
Visit farrow-ball.com/eco to discover what we’re doing to make your projects greener.
Our comprehensive range is comprised of paint finishes that not only look beautiful, but offer different practical benefits.

Designed for a variety of different surfaces, each finish is compatible with our high-performance Primers & Undercoats to ensure exceptional coverage, adhesion and depth of colour. See page 21 for more information.
**Estate® Emulsion**

**Interior Walls and Ceilings**

Estate Emulsion is our signature finish for interior walls and ceilings. Its distinctive chalky matte finish minimizes imperfections, and scatters light to fully express the depth of our colours. The flat, velvety effect it creates even brings added richness to darker colours.

**Estate Emulsion is:**
- Chalky, very flat matte finish
- Quick drying
- Wipeable
- Water based
- A+ rated for indoor air quality
- Child safe
- Available in our full range of colours
- Low odor, low VOC

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**Modern Emulsion**

**Interior Walls and Ceilings**

Modern Emulsion is our super-tough finish for interior walls and ceilings. Washable, scuff-proof, and mold and mildew resistant, it’s suitable for use in every room in the home. From busy hallways to moisture-prone kitchens and bathrooms, Modern Emulsion is available in our full range of colours in a beautiful matte finish.

**Modern Emulsion is:**
- Matte finish
- Quick drying
- Scuff and stain resistant
- Mold and mildew resistant
- Washable and wipeable
- Water based
- A+ rated for indoor air quality
- Child safe
- Available in our full range of colours
- Low odor, low VOC

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**Specifications**

**Coverage**
- 570 ft² per gallon

**Tin Sizes**
- 100ml, 1 gallon

**Sheen Level**
- 2%

**Drying Time**
- Dry in 2 hours, recoat in 2 hours

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**Specifications**

**Coverage**
- 480 ft² per gallon

**Tin Sizes**
- 1 Gallon

**Sheen Level**
- 7%

**Drying Time**
- Dry in 2 hours, recoat in 4 hours
Estate® Eggshell
INTERIOR WOOD AND METAL

Estate Eggshell is a washable, water based silk finish for interior wood and metal. Its soft low-shine finish brings an understated elegance to trim and furniture and is suitable for doors, kitchen cupboards, radiators, and other wood and metalwork throughout the home.

_Estate Eggshell is:_
- Silk finish
- Quick drying
- Washable and wipeable
- Water based
- A+ rated for indoor air quality
- Child safe
- Available in our full range of colours
- Low odor, low VOC

**SPECIFICATIONS**

| COVERAGE | 480 ft² per gallon |
| TIN SIZES | 750ml, 1 Gallon |
| SHEEN LEVEL | 20% |
| DRYING TIME | Dry in 2 hours, recoat in 4 hours |

Modern Eggsheell is our toughest interior finish, adding colour and protection to wood, metal, and concrete surfaces. This ultra-durable eggshell is even tough enough for floors, and can be used throughout the home on baseboards, doors, kitchen cabinets, furniture, and radiators.

_Modern Eggshell is:_
- Silk finish
- Quick drying
- Washable and wipeable
- Scuff and stain resistant
- Water based
- A+ rated for indoor air quality
- Child safe
- Available in our full range of colours
- Low odor, low VOC

**SPECIFICATIONS**

| COVERAGE | 480 ft² per gallon |
| TIN SIZES | 750ml, 1 Gallon |
| SHEEN LEVEL | 40% |
| DRYING TIME | Dry in 2 hours, recoat in 4 hours |
FULL GLOSS
INTERIOR AND EXTERIOR WOOD AND METAL

Full Gloss is an ultra-high-gloss water based finish suitable for use on both interior and exterior surfaces. It is mostly used on wood and metal trim, but it can also bring a touch of glamour to walls and ceilings, and is a popular choice for front doors. Our highest-shine finish is resistant to water, flaking, peeling, and fading for up to six years.*

Full Gloss is:
- High-gloss finish
- Washable and wipeable
- Water based
- A+ rated for indoor air quality
- Child safe
- Available in our full range of colours
- Low odor, low VOC

SPECIFICATIONS

COVERAGE
480 ft² per gallon

TIN SIZES
750ml, 1 Gallon

SHEEN LEVEL
95%

DRYING TIME
Dry in 2 hours, recoat in 4 hours

* Providing it has been applied in accordance with our Product Advice Sheets, which can be found on farrow-ball.com. Please note, this product is not suitable for use on exterior plastic surfaces or decking.

EXTERIOR MASONRY
EXTERIOR WALLS AND ACCESSORIES

Exterior Masonry is our super-matte, long-lasting finish for exterior walls. Its water-resistant formula protects walls, while at the same time offering the highest level of water vapour permeability to still allow walls to breathe. Applied in line with our Product Advice Sheets, it resists flaking, peeling, and fading for up to 15 years.*

Exterior Masonry is:
- Very flat matte finish
- Quick drying
- Highly breathable
- Water resistant
- Mold and mildew resistant
- Water based
- A+ rated for indoor air quality
- Child safe
- Available in 108 colours**
- Low odor, low VOC

SPECIFICATIONS

COVERAGE
325 ft² per gallon

TIN SIZES
1 Gallon

SHEEN LEVEL
2%

DRYING TIME
Dry in 2 hours, recoat in 5 hours

* Providing it has been applied in accordance with our Product Advice Sheets, which can be found on farrow-ball.com. Not suitable for use on highly alkaline or very porous surfaces such as lime render or flint bricks.

** Limited colour range. For available colours please visit farrow-ball.com.
**EXTERIOR EGGSHELL**

**EXTERIOR WOOD AND METAL**

Exterior Eggshell brings long-lasting colour to outdoor spaces with a finish that remains flexible once dry, protecting wood and metal surfaces through changing weather. Added preservatives help to prevent the growth of mold and mildew, and the resin-rich formula resists flaking, peeling, and fading for up to six years.*

*Exterior Eggshell is:*
- Silk finish
- Flexible and breathable
- Water resistant
- Mold and mildew resistant
- Quick drying
- Water based
- A+ rated for indoor air quality
- Child safe
- Available in our full range of colours
- Low odor, Low VOC

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>COVERAGE</th>
<th>529 ft² per gallon</th>
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</thead>
<tbody>
<tr>
<td>TIN SIZES</td>
<td>750ml, 1 Gallon</td>
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<tr>
<td>SHEEN LEVEL</td>
<td>20%</td>
</tr>
<tr>
<td>DRYING TIME</td>
<td>Dry in 2 hours, recoat in 4 hours</td>
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</tbody>
</table>

*Providing it has been applied in accordance with our Product Advice Sheets, which can be found on farrow-ball.com. Please note, this product is not suitable for use on exterior plastic surfaces or decking.

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**DEAD FLAT**

**INTERIOR WOOD, METAL, WALLS AND CEILINGS**

Dead Flat is a delicate coating designed to draw interest. It is blended from an alkyd resin to recreate an 18th-century paint finish, and is suitable for interior woodwork, plaster, and metal.

*Dead Flat is:*
- Very flat matte finish
- Quick drying
- Water based
- A+ rated for indoor air quality
- Child safe
- Available in our full range of colours
- Low odor, Low VOC

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>COVERAGE</th>
<th>480 ft² per gallon</th>
</tr>
</thead>
<tbody>
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<td>TIN SIZES</td>
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</tr>
<tr>
<td>SHEEN LEVEL</td>
<td>2%</td>
</tr>
<tr>
<td>DRYING TIME</td>
<td>Dry in 2 hours, recoat in 4 hours</td>
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</tbody>
</table>
APPLICATION ADVICE

Once you’ve chosen your finish and colour, you can start thinking about application. From preparing your surface to choosing tools for a flawless finish, our tips will guide you through the next steps to creating a result you can be proud of. This is our pocket-sized guidance – for more detailed technical advice, please see our Product Advice Sheets at farrow-ball.com.

APPLICATION METHODS

Our paints can be applied by brush, roller, or paint sprayer,* giving you the option to work in the way you find most comfortable. Below, you’ll find a few tips for getting the very best out of our paint.

However you choose to apply, we always recommend you stir paint thoroughly before use to ensure equal mixing of ingredients, which helps to create a more even finish.

BY BRUSH:

• For walls: apply paint in a vertical direction with a fine-tipped synthetic brush, then spread out evenly in a horizontal direction. On the final coat, apply long, gentle strokes in a single direction to help minimize brush marks.

• For trim: load the brush well and apply a generous first coat, working first vertically and then horizontally. Finish in a single direction using light pressure, with the brush at approximately 30°.

• Don’t be tempted to ‘overwork’ the paint — brushing it out into thin, even coats may create excess brush marks.

* Some of our paint finishes are subject to different application advice. Please check your chosen finish’s Product Advice Sheet for details.
BY ROLLER:
• Using a medium pile woven polyester roller, apply the paint in diagonal strokes, making an ‘M’, ‘W’, or ‘V’ shape. Fill in over the shape you have just painted to spread the paint evenly. Repeat this process, working in small sections at a time.
• Always work from wet to dry areas, maintaining a wet edge to minimize roller marks.
• On the final coat, gently go back over the paint in a single direction to minimize any roller patterning effects.

BY SPRAYER:
• We recommend referring to the Product Advice Sheets on our website for guidance.
• Depending on the apparatus used, the paint may need to be diluted with water by up to 30%.
• Experiment with your spray equipment’s settings before you start, testing on a piece of cardboard or an inconspicuous area until you’re happy with the effect.
• Apply several thin coats, allowing each one to dry fully before recoating.

OUR TOOLS
Our own paintbrushes and rollers are specially designed to work in harmony with our water based paints. From wide masonry brushes, allowing you to effortlessly cover large areas, to smaller detail brushes perfect for precision work, you’ll find them all online at farrow-ball.com.

PREPARING SURFACES
Surface preparation is key to making your paint last. To get your surface ready for painting, we always recommend that you make sure it’s clean, dry, and free of any grease, mold, or algae. You should also fill or seal any large or noticeable imperfections.

For more detailed advice on the correct steps for preparing different surfaces, please visit farrow-ball.com.

OUR PRIMERS & UNDERCOATS
We recommend pairing our paints with our Primers & Undercoats to minimize imperfections, improve adhesion and coverage, and increase the richness and depth of your chosen colour. Crafted with the same high-quality ingredients as our paints, our Primers & Undercoats are available in up to four complementary tones for a number of interior and exterior surfaces, helping to create longer-lasting colour wherever you choose to paint.

CHOOSING YOUR PRODUCT
To find the recommended Primer & Undercoat for your project, turn to Our Finishes at a Glance on page 21, where you’ll find descriptions of each primer & undercoat, plus their recommended surfaces, tin sizes, and drying and recoat time. To find the recommended tone of Primer & Undercoat for your chosen topcoat colour, see the back of our colour card or visit farrow-ball.com.

PRIMING ADVICE
Here are some things we recommend bearing in mind before, during, and after priming:
• For highly absorbent surfaces, such as new plaster and dry-lined walls, we recommend first applying a mist coat of either your topcoat or your Primer & Undercoat diluted with up to 20% water.
• Always let the recommended drying time pass between coats – you’ll find these in the table at the back of this booklet, but please be aware that these can vary depending on factors like temperature, humidity, and the colour being applied, as darker colours can take slightly longer to cure.
• We always recommend using the same brand for all coats to avoid incompatibility issues.
Our exquisitely tactile wallpapers are made with our own paints, which are applied to traditionally woven, responsibly sourced paper from sustainable forests. This makes it easier to choose effortless combinations of paint and wallpaper for your home.

Every roll is made at our Dorset factory, where our experts oversee each step of the process. First, paint is applied to the paper to create the ground colour. Next, the pattern — whether floral, damask, stripe, or geometric — is applied, some with carved blocks or rollers, others by dragging the paper under a specially cut pad to create the design.

Finally, a transparent layer of protective glaze is applied, ensuring a wipeable surface and vibrant, long-lasting colour.

**CALCULATING WALLPAPER QUANTITIES**

To ensure you only have to order what you need, we recommend asking your decorator for their estimate, or getting in touch with our sales team. Email nasales@farrow-ball.com, step in store, or call 1 888 511 1121 with the name of the design you have chosen and the height and width of the walls you’d like to paper, and they’ll help you calculate how many rolls you’ll need. Rolls are 10m x 53cm with varying repeats.

Once you’ve ensured your surface is clean, dry, and free from any traces of dirt, old wallpaper, or flaking paint, you can begin hanging your paper.

1. Check the pattern repeat before cutting the lengths according to the height of the wall, allowing five to seven centimetres at the top and bottom for trimming.
2. Working from the centre outwards, apply a generous, even coat of paste to the reverse of the paper, ensuring you work right to the edges and that no paste comes into contact with the pattern side.
3. Fold the paper with pasted side inwards and allow the paper to soak for 10 minutes until pliable. Make sure the paper doesn’t become too wet, otherwise it may shrink back as it dries.
4. Ensure paper edges butt up to the adjacent lengths but avoid overlapping edges.

**FOR BEST RESULTS**

- We recommend hanging our wallpaper onto good quality lining paper.
- Our Farrow & Ball Wallpaper Paste comes in powder form in a tube that doubles up as a measuring jug, making mixing and maintaining an even consistency easier. Each tube can be used to hang five rolls of wallpaper.
- Once you’ve hung your paper, we suggest turning off the central heating overnight, allowing the paper to dry naturally.

For more detailed information, please visit farrow-ball.com.
# Our Finishes At A Glance

- **Highly recommended**
- **Specialist use** (please contact our customer services team for advice before using our products for these applications)
- **Not recommended**

## Reference Table

<table>
<thead>
<tr>
<th>Product Use</th>
<th>Look</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walls &amp; Ceilings</td>
<td>Flat</td>
<td>Highly recommended for interior walls and ceilings. Suitable on new plaster with up to 25% water.</td>
</tr>
<tr>
<td>Interior Wood Primer &amp; Undercoat</td>
<td>Matte</td>
<td>The perfect base for interior bare wood or previously painted wood.</td>
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<tr>
<td>Exterior Wood Primer &amp; Undercoat</td>
<td>Matte</td>
<td>The perfect base for exterior bare wood or previously painted wood.</td>
</tr>
<tr>
<td>Metal Primer &amp; Undercoat</td>
<td>Matte</td>
<td>Rust inhibitor for most interior and exterior bare metal surfaces.</td>
</tr>
<tr>
<td>Wood Filler Primer &amp; Undercoat</td>
<td>Flat</td>
<td>The perfect base for a long lasting finish for interior wooden floors.</td>
</tr>
<tr>
<td>Masonry &amp; Plaster Stabilising Primer</td>
<td>Flat</td>
<td>The perfect base for unsoiled masonry and plaster surfaces.</td>
</tr>
<tr>
<td>Wood &amp; Fibre Blocking Primer</td>
<td>Flat</td>
<td>Blocks moisture from interior and exterior woodwork.</td>
</tr>
</tbody>
</table>

## Coverage
- Coverage is dependent on thickness of application and surfact type. Figures are based on one coat although we recommend at least two coats.
- Additional coats may be required depending on surface and topcoat colour.
- Limited colour range. For available colours please visit farrow-ball.com