

PRODUCT ADVICE SHEET

Dead Flat

All Farrow & Ball paints are water based, making them low-odour, low-VOC (Volatile Organic Compounds), and quick to dry. They also score the highest possible A+ rating for indoor air quality in accordance with the independently conducted French Indoor Air Quality Decree N° 2011-321 – Arrêté April 2011.

Available in: ,750 ml,,,US Gallon

For colour availability, please visit farrow-ball.com. Available to order direct from farrow-ball.com, through our Customer Services team at NASales@farrow-ball.com or call: (1)-888-511-1121), our Showrooms and selected stockists internationally.

Product Overview:

Our all-new Dead Flat emulsion is our most matte finish with added toughness. The flat finish creates deep, rich, signature Farrow & Ball colour. Dead Flat® is multi-surface and can be used across walls, woodwork and radiators for an effortless full-room transformation. It's washable, wipeable and scuff resistant, making it perfect for hallways, living rooms and playrooms. Unrivalled performance, all in a low odour, water based formula.

Recommended Primer & Undercoats:

For use on interior walls & ceilings : Farrow & Ball Wall & Ceiling Primer & Undercoat

For use on interior woodwork : Farrow & Ball Wood Primer & Undercoat

For use on metal : Farrow & Ball Metal Primer & Undercoat

Cleaning Surfaces Prior to Painting:

Before painting, all surfaces must be cleaned thoroughly and allowed dry fully. For most surfaces we would recommend using a dilute Sugar Soap solution following the manufacturer's instructions. We do not recommend using solvent-based cleaning products as these may widely disperse the residue making water-based product application difficult.

New or Unpainted Plaster/Dry Lined Surfaces (Modern Construction) Preparation:

New or previously unpainted plaster must be clean, dry and free of dust, then suitably primed prior to painting. Use either a 25% diluted coat of your chosen Farrow & Ball topcoat or a 25% diluted coat of Wall & Ceiling Primer & Undercoat. Please note: British Standard 6150 recommends a typical drying time for new plaster of 7 days for every 5mm thickness.

Previously Painted Walls Preparation:

Ensure all surfaces are sound, clean, dry and free from dirt, grease and other contamination. Apply one coat of Farrow & Ball Wall & Ceiling Primer & Undercoat, in the correct colour tone for your top coat (and allowing a minimum of 4 hours drying time between coats). Then follow with two coats of your chosen colour to promote adhesion and full colour depth.

Painting Over Interior Wall Fillers:

For best results always use a filler which has the same porosity and density as the surface which is being repaired. Fillers which have a different porosity or density may lead to visible differences in colour or tone. Follow the filler manufacturer's application instructions and drying times then apply a diluted coat (25%) of Farrow & Ball Wall & Ceiling Primer & Undercoat in the correct colour tone for your top coat (and allowing a minimum of 4 hours drying time between coats). Then follow with two coats of your chosen colour to promote adhesion and full colour depth. This product may not be compatible with highly alkaline/cement-based fillers. Please note that this product may not be compatible with sand-based filler. Wherever possible, we recommend using an alternative type of filler. However, if no alternative is available, ensure the filler is adequately sanded and free of all dust and contaminants before proceeding with the steps outlined above.

Using Interior Caulks & Sealants:

Where small gaps and cracks require filling or sealing, best results are achieved with an acrylic based professional painter's caulk which is a water-based, flexible filler. Use the minimum of caulk necessary as a smaller bead will dry quicker and will be less prone to cracking. Follow the manufacturer's application instructions and drying times (typically 2 – 3 hours) before applying your chosen Farrow & Ball finish. Estate Eggshell, Full Gloss and Dead Flat – 2 coats may be applied directly (allowing a minimum of 4 hours drying time between coats). Estate Emulsion and Modern Emulsion – Apply an undiluted coat of Wall & Ceiling Primer & Undercoat in the correct colour tone for your top coat (allowing a minimum of 4 hours drying time between coats) followed by 2 coats of your chosen top coat (once again allowing a minimum of 4 hours drying time between coats).

Painting Lining Wallpaper:

For unpainted Lining Paper apply one coat of diluted Farrow & Ball Wall & Ceiling Primer & Undercoat (maximum 15% water), in the correct colour tone for your top coat before applying two full coats of your chosen colour. NB: The dilution rate will depend on the porosity of the surface. We recommend you test the level of dilution on a patch to determine the level of dilution required. If you do not want to apply a primer and undercoat, as an alternative, you can dilute the top coat with approximately 10% water and apply as a "mist" coat. Please note: When porous papers are not sufficiently prepared, difficulties in application, variation in sheen or uneven colour may occur.

New and Unpainted Interior Wood (Not Floors)

Ensure all surfaces are sound, clean, dry and free from dirt, grease and other contamination. Fill any cracks, holes and open joints with an appropriate filler. To improve the paint's adhesion, lightly sand the surface. Prepare any filled, knotty or resinous areas as above and patch prime with Farrow & Ball Wood Primer & Undercoat. Apply one coat of Farrow & Ball Wood Primer & Undercoat in the correct colour tone for your top coat. Allow a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Previously Painted Interior Wood (Not Floors) Preparation:

Ensure all surfaces are sound, clean, dry and free from dirt, grease and other contamination. Remove any areas of old paint which are peeling or blistering as flaking or peeling can occur if you paint over weak paint layers. Blend and 'feather' the edges of areas of old paint, as this helps to smooth out the surface. Fill any cracks, holes and open joints with an appropriate filler. Lightly sand the surface to improve paint adhesion. Patch prime any filled or bare knotty / resinous areas with Farrow & Ball Wood Primer & Undercoat. Apply one coat of Farrow & Ball Wood Primer & Undercoat, in the correct colour tone for your top coat (and allowing a minimum of 4 hours drying time between coats). Then apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Chemical Strippers:

If the surface has existing paint in poor condition or there are many layers and detail has been lost, it may be best to strip the paint with chemical paint stripper. These products can be hazardous, so always follow the manufacturer's instructions and wear protective equipment. Once the paint has been removed, the chemical stripper may need to be neutralised with a neutralising solution. Again, follow the manufacturer's instructions, rinsing with clean water and checking the pH until it's less than eight. Allow the surface to fully dry before applying the correct Primer & Undercoat and your chosen topcoat.

Knotty or Resinous Wood Preparation:

Heat the knot to draw out any excess resin (we recommend using a hot air paint stripper). Scrape off any residue resin, and then thoroughly clean the area with white or methylated spirit. Allow the area to dry thoroughly before continuing.

Oily Wood Preparation:

Certain woods, such as oak, teak and rosewood, can be quite oily and need additional preparation. Wearing gloves, clean the surface with a cloth soaked with methylated spirits. Continue until the cloth can be rubbed over the surface and removed without any discoloration. Methylated spirits are hazardous, so always follow the manufacturer's instructions. Wipe the surface with hot water and a sugar soap solution and allow to dry fully. Prepare any filled, knotty or resinous areas by patch priming with Farrow & Ball Wood Primer & Undercoat. Allow to dry, then apply one undiluted coat to the whole surface. Allow four hours drying time between coats. Follow with two coats of your chosen topcoat.

Interior MDF Preparation:

Where possible always aim to use high quality MDF, as higher quality MDF tends not to suffer from raised fibres and so will not require surface sanding. Lower quality MDF may contain less tightly bound fibres, which may become raised as paint is applied. If the fibres do become raised, lightly sand the surface between coats to ensure a smooth finish. Lightly sand the edges of the MDF to provide a sound surface and to reduce paint absorption. When sanding MDF, try to create as little dust as possible and wear the appropriate Respiratory Protective Equipment (RPE). Apply one coat of Farrow & Ball Wood Primer & Undercoat, in the correct colour tone for your top coat and allowing a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Painting Over Interior Wood Fillers:

Follow the filler manufacturer's application instructions and drying times and patch prime with Farrow & Ball Wood Primer & Undercoat. Apply one coat of Farrow & Ball Wood Primer & Undercoat in the correct colour tone for your top coat. Allow a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Substrate Moisture Content:

Substrate Moisture Content: : Plaster Walls & Ceilings = < 0.5 % : Interior Wood = < 15 %

Non Ferrous Metal Preparation:

Thoroughly clean and degrease new and previously painted metal surfaces. Remove any weak paint and lightly sand surface to improve adhesion of your primer & undercoat. Apply two coats of Farrow & Ball Metal Primer & Undercoat, in the correct colour tone for your top coat, and allow a minimum of 4 hours drying time. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Ferrous Metal Preparation:

Thoroughly clean and degrease new and previously painted metal surfaces. Remove any weak paint and rust back to bare metal. Apply two coats of Farrow & Ball Metal Primer & Undercoat, in the correct colour tone for your top coat, and allow a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats. Cast Iron: We recommend that a specialist primer is applied to Cast Iron surfaces prior to painting as water-based primers may lead to flash rusting.

Radiator Preparation:

This product is suitable for painting conventional hot water filled radiators where the surface temperature does not exceed 60° C. We do not recommend using this product to paint steam filled radiators which operate at a much higher temperature. Ensure the radiator is turned off and has cooled before you begin painting it. Thoroughly clean and degrease new or previously painted radiator surfaces. Remove any weak paint and rust back to the original surface. Apply two coats of Farrow & Ball Metal Primer & Undercoat, in the correct colour tone for your top coat and allowing a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats. Cast Iron Radiators: We recommend that a specialist primer is applied to Cast Iron surfaces prior to painting as water-based primers may lead to flash rusting.

Galvanised Metal Preparation:

Treat all surfaces with an Etch Primer or Mordant Solution, ensuring any excess product is removed before you begin painting. Apply two coats of Farrow & Ball Metal Primer & Undercoat, in the correct colour tone for your top coat, and allow a minimum of 4 hours drying time. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Painting Interior Brickwork:

Farrow & Ball Dead Flat® may be used on interior brickwork – with the exception of Fletton bricks – but we recommend taking a few extra precautions before and during application. Make sure all dirt, mould, salts and other visible contaminants are removed with a stiff bristle or synthetic brush or specialist cleaner, ensuring the brickwork is fully dry before applying any coatings. We also recommend checking that all mortar is fully cured before painting. Extra care should be taken when painting solid brick walls, and any walls that aren't damp-proofed, as loss of adhesion may occur and salts may appear. Farrow & Ball Dead Flat® is supplied ready for use, but water may be added at a 10% ratio to assist application on sound bare surfaces. We do not recommend the use of Farrow & Ball Masonry & Plaster Stabilising Primer, as this is not intended as a general primer for sound brick surfaces.

Waxed or Highly Polished Surface Preparation:

If you are painting onto previously waxed or highly polished surfaces, you will need to remove the existing coating of treatment by sanding back prior to painting. We recommend testing a small area as Farrow & Ball paints may not be compatible with some waxes and polishes.

Difficult Surfaces (e.g. Melamine, PVC, ABS, Wall Tiles, Laminates etc.):

Difficult surfaces such as melamine, PVC, ABS, wall tiles and laminates will require careful preparation prior to painting. The surface may need to be degreased with a proprietary cleaner, lightly abraded to achieve a physical key and thoroughly cleaned prior to any coating being applied. Best results will then be achieved by applying a specialist adhesion primer following the manufacturer's instructions prior to applying your chosen Farrow & Ball finish.

Other Product Applications:

If you wish to use Farrow & Ball products for any applications which are not featured here, please contact Customer Services for advice on (1) 888-511-1121 or email customer.services@farrow-ball.com. Please note that calls may be recorded for training purposes.

Priming and Undercoating Advice:

Using a Primer & Undercoat seals the surface you're painting on. You should have a full, solid coat of Primer & Undercoat before applying your topcoat, to ensure that your chosen Farrow & Ball finish sticks to it fully, is evenly absorbed, and has a smooth and even finish with rich depth of colour.

Suggested Maximum Dilution Rates:

Bare dry skim plaster/dry lined walls, bare dry plaster board, patch filled plaster = 25% water. NB: The dilution rate will depend on the porosity of the surface. We recommend you test the level of dilution on a patch to determine the level of dilution required. Dilute the top coat (of your chosen colour) with 25% water and apply as a "mist" coat. Please note: When porous plasters are not sufficiently prepared, difficulties in application, cracking, drying, variation in sheen or uneven colour may occur.

Colour Accuracy:

Check for colour accuracy prior to use as Farrow & Ball will not be liable for decorating costs caused as a result of an incorrect colour being applied. When more than one tin of the same colour is to be used ensure that batch numbers are identical or intermix before use. Stir thoroughly before use. Please note that different application tools (e.g. brush, roller, spray) may give a slight visual difference in the final colour. For some darker shades, finishes with different sheen levels painted alongside each other may appear to vary slightly in colour when viewed at certain angles.

How to Apply Paint to Walls by Brush:

Stir thoroughly before use. Ensure all surfaces are sound, clean, dry and free from dirt, grease and other contamination. Please note that flaking or peeling may occur if you paint over weak paint layers - to avoid this sand back any previous weak paint layers before you start painting. Where required apply Farrow & Ball Wall & Ceiling Primer & Undercoat to improve paint adhesion and promote depth of colour. Using a fine-tipped synthetic bristled brush, apply the paint in a vertical direction then spread the paint out evenly in a horizontal direction. On application of the final coat lay off the paint in a single direction to ensure that any brush marks and brush patterning effects (sometimes visible in certain lighting conditions) are minimised.

How to Apply Paint to Trim by Brush:

Stir thoroughly before use. By 'trim' we mean: Baseboards, picture rails, chair rails, doors, door frames and architraves, interior window sills and window frames (providing they aren't plastic). Farrow & Ball paints are water borne, and unlike solvent borne paints, water borne paint is more resistant to sagging and you will achieve the best finish by painting a thicker coat. For best results use a quality fine-tipped synthetic bristled paint brush (e.g. Farrow & Ball paint brush). Load the brush well and apply a generous first coat. Brushing first in a vertical direction then in a horizontal direction until an even coating has been applied. Finish by 'laying off' the paint in one direction using light pressure, with the brush held at an angle of approximately 30°. Do not "overwork" the paint or attempt to brush it out in thin even coats as you would a traditional solvent borne paint as this may create excess brush marks. Allow to dry completely (for a minimum of 4 hours) before applying a second coat following the same technique as before.

How to Apply Paint to Walls by Roller:

Stir thoroughly before use. Using a medium pile woven polyester roller, apply the paint in diagonal strokes to create either an 'M', 'W' or 'V' shape. Fill in and over the shape you have just painted to spread the paint evenly. Repeat this process, working in small sections. Always work from dry to wet areas, maintaining a wet edge to minimise roller marks. On application of the final coat lay off the paint in a single direction to ensure that any roller patterning effects (sometimes visible in certain lighting conditions) are minimised.

Picture Framing:

As Dead Flat has a very Matte finish, care should be taken when painting darker shades of colour. Always keep a wet edge while painting as losing the wet edge during application can lead to a common decorating problem known as "Flashing" (a halo effect where two edges of paint meet).

How to Apply Paint to Trim by Roller:

Stir thoroughly before use. By 'trim' we mean: baseboards, picture rails, chair rails, doors, door frames and architraves, interior window sills and window frames (providing they aren't plastic). This paint finish can also be applied using a medium pile woven polyester roller. This will provide a good finish with minimal stippling and is a quick method of application. However, where an optimum finish is required, we would recommend brush application using a fine-tipped, synthetic bristled brush (e.g. Farrow & Ball paint brush).

Masking:

Masking tapes are available in a range of tack levels. Always use a quality masking tape which is appropriate to the decorating project. Some masking tapes incorporate proprietary paint locking technology which can give a superior result.

Preparation for Spraying:

When spraying Farrow & Ball paints onto any given surface, it is important to remember that the resulting finish will only be as good as the surface you are applying it to. Most surfaces will need to be clean and degreased, prepared by surface filling, sanding and then suitably primed/undercoated. Flattening with finishing papers in between coats as required, to achieve a smooth flat surface before spraying your chosen Farrow & Ball finish. This process may need to be repeated several times to obtain a satisfactory surface, which is suitable for the type of finish that is desired.

Spray Settings:

Warning! Hazardous respirable droplets may be formed when sprayed. Do not breathe spray or mist. To avoid breathing vapours and spray mist, open windows and doors or use other means to ensure fresh air during application and drying. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Ensure good ventilation during application and drying. Wear eye protection and protective clothing during application. Airless Spraying – Best results can be achieved with a typical set up of a 517 nozzle tip and a 131 bar air injection pressure. Note that these are typical settings for most airless spray systems and some adjustment of the air pressure in relation to the nozzle tip will be required depending on the make and model of airless spray apparatus used. HVLP Spraying – Depending on the apparatus used, the paint may need to be diluted with water by up to 30%. Experiment with air control valve, material flow adjustment, fan size and spray pattern settings on a piece of cardboard or an inconspicuous area until a satisfactory finish is achieved. Apply several thin coats, allowing each coat to dry fully before applying the next one.

Health & Safety Advice:

Respirable droplets may be formed when sprayed. Do not breathe spray or mist. To avoid breathing vapours and spray mist, open windows and doors or use other means to ensure fresh air during application and drying. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Ensure good ventilation during application and drying. Wear eye protection and protective clothing during application. Keep out of reach of children. Ensure good ventilation during application and drying. Do not get in eyes, on skin, or on clothing. If medical advice is needed, have product container or label at hand. IF ON SKIN: Wash with plenty of soap and water. Do not use solvent thinners or White Spirit. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. IF SWALLOWED: Call a doctor if you feel unwell. Safety data sheet available on request. All Farrow & Ball products comply with all applicable regulations, laws and standards which are administered by the Consumer Product Safety Commission (CPSC). Regulatory information available at farrow-ball.com. When sanding any surface prior to painting, the creation of dust should be kept to a minimum and adequate & suitable Respiratory Protective Equipment (RPE) should be worn as a sensible precaution.

LEAD WARNING!

If you scrape, sand, or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to <http://www.epa.gov/lead>.

Clean Up:

Remove as much product as possible using a brush and roller cleaning tool, then clean brushes and rollers in warm soapy water.

Cleaning:

Dead Flat® is washable & wipeable. As is standard for all decorative paints, we recommend that you leave a period of 2 weeks for the paint to fully harden or 'cure'. During this time, it's a good idea to treat the area with care and avoiding harsh cleaning. The beautiful, matt appearance of Dead Flat® means that it looks dry a lot faster than it is - but it is important to leave the full recoat time as the chemical processes that enable durability in the paint to take effect in this time. Wipe gently with a soft damp microfibre cloth or sponge. Some cleaning solutions may mark the surface. Test on an inconspicuous area before use. Do not use bleach-based cleaning products. Surface scuffs and marks may be more visible on some darker colours; these can be easily wiped away with a damp microfibre cloth. Staining can be minimised if you use an absorbent tissue or cloth to remove as much of the stain as possible, as quickly as you can – not allowing time for the stain to penetrate the surface.

Water Contact:

To extend the service life of this finish, standing surface water should not be allowed to pool on horizontal surfaces.

Storage Advice:

This product is water based and should be protected from frost and extreme temperatures. We recommend using within 6 months of purchase and are unable to accept responsibility for the deterioration of contents or packaging after this date. This product contains preservatives to protect from spoilage under normal conditions. To minimise contamination and provide maximum shelf life we recommend that the product is decanted into a clean paint kettle before use and all tools are thoroughly cleaned before and after each use. Repeated opening and use can increase the risk of microbial contamination; therefore we recommend keeping this to a minimum to maximise the shelf life of the product.

Advice for Repairing Damage and Touching In:

If your paintwork becomes damaged or marked you may need to repaint. To achieve the best results we recommend applying a single coat of paint over the entire wall or walls that have the damage, using the same batch of paint you originally carried the work out with. This best practice will avoid any noticeable variation in colour or finish. If you do chose to touch-in to repair damage, the following recommendations will help you achieve the optimum finish.

1. Always aim to use the same batch of paint. If you use a different batch, although we control colour to tight specifications, you may observe slight colour and sheen variations. If you are unable to use the same batch of paint we recommend that you apply a single coat of a different paint batch to an entire wall as any slight variations will be much less noticeable when observing from wall to wall.
2. Always use the same preparation techniques when you make any repairs as you used when you originally painted the wall. It may not always be possible to achieve a perfectly consistent finish – if for example you have used filler which has a different texture and absorbency to the rest of the wall, this may cause a slightly patchy finish.
3. Always use the same application tool and method as when you originally painted this wall. Ensure that the edges of the touched in paint are blended in “feathered” to make the transition between old and new paint areas less noticeable.
4. Over time the colour of the paint, whether on the wall or in the tin, may slightly alter. Therefore the newer the paintwork is, the better the finish you will achieve by touching-in.

Please note that when touching in the darker the colour and higher the sheen the more difficult it will be to achieve a uniform finish compared to lighter coloured, lower sheen paints.

Application Information:

Formulation: A water based paint made using an acrylic binder.

Coverage Rate (per coat): : Up to 480ft² per US gallon. 95ft² per 750ml

Drying Time: : Dry in 2 hours.

Typical Recoat Time: : Recoat after 4 hours

Curing Time: : Please note that some darker paint colours will take up to 14 days to achieve full hardness, strength and durability.

Sheen Level: : 2%

Recommended Number of Coats: : 2*

*Darker/stronger colours may require additional coats. Please note: The drying and Recoat times provided are based on applying paint in normal conditions - drying times may be longer in cooler and/or higher humidity environments.

Darker colours may take longer to dry. Allow a minimum of 14 days before applying over solvent based coatings.

**Allow the full recoat time of 4 hours. Its beautiful, matt appearance means that it looks dry a lot faster than it is - but leaving the full recoat time is so important as the chemical processes that enable durability in the paint happen in this time.

Density: : 1.2 - 1.4 g/cc

Wet Film Thickness: : 80 - 120 µm

Application Humidity: : < 80 % RH

Wet Abrasion Class: : 1

Environmental & Disposal Advice:

Do not empty into drains or watercourses. Dispose of contents/container to waste disposal site in accordance with local/national regulations. Contact the local Environmental Department for disposal instructions. Metal containers may be recycled.

VOC Content Information:

VOC (Volatile Organic Compounds) content 1 g/l (Low) when tested to US Environmental Protection Agency standards.



Contact Us:

For advice on colors, paint finishes or wallpaper our customer services team is on hand to help you, just call (1) 888-511-1121, email NASales@farrow-ball.com, or write to us at Farrow & Ball, Unit 11, 310 Judson St, Toronto, Ontario, Canada, M8Z 5T6. Please note that calls may be recorded for training purposes.

Disclaimer:

The information given in these specification sheets and technical advice - whether verbal, in writing or by way of trials - is for guidance and is given in good faith but without warranty, since skill of application and site conditions are beyond our control. For further information please contact our Customer Services Department. We can accept no liability for the performance of the products arising out of such use, beyond the value of the goods delivered by us. This does not affect your statutory rights.

Issue Date: 27/09/2023