JK MAXX PAINTS

Introducing

JK NATURALS

AURA

LUXURY INTERIOR EMULSION

NATURE LOVERS KI NATURAL CHOICE



Inspired by Nature.
Designed for Modern Living.

Nature has always been the greatest source of inspiration.

JK NATURALS AURA transforms that inspiration into a premium interior paint that balances exceptional performance with thoughtful responsibility.

Sustainable & Natural Emulsion

Recycled Packaging

Air Purification Tech

High Sheen





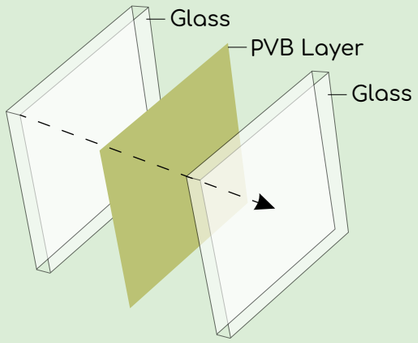
JK Maxx Paints x Shark Solutions

Shark Solutions is a Denmark-based cleantech company and a global leader in recycling and transforming used laminated glass and windshields.

To craft our eco-friendly NATURALS AURA, JK Maxx Paints sources innovative raw materials from Shark Solutions, a pioneer in turning recycled windshield PVB layers into high-quality emulsion bases. Together, we are giving post-industrial waste a vibrant new purpose.

SHARK® SOLUTIONS

Laminated Glass Construction





Recycled + Biobased Emulsion

30% recycled high performance polymer is calculated as a percentage of total film forming polymer content in the paint.

10% plant based / bio based high performance polymer is calculated as a percentage of total film forming polymer content in the paint.

Recycled Packaging

Recycled packaging combines high impact strength with sustainability, offering an eco-friendly material solution that reduces costs without compromising quality.

PVB Recycling Process



PVB Flakes

Pellets → Powder → Dispersion







High Sheen For Your Walls

High sheen finish for walls that feel welcoming and effortlessly beautiful.

Air Purification Tech

Designed with advanced formula and nature-inspired innovation to help create cleaner, healthier indoor spaces for you and your loved ones.

Formaldehyde Abatement Technology

- Reduces indoor formaldehyde present in the environment
- Improves Indoor Air Quality



JKMaxx PAINTS

Where Sustainability Meets Sophistication



JKMaxx PAINTS

Introducing

JK NATURALS AURA

LUXURY INTERIOR EMULSION

NATURE LOVERS KI NATURAL CHOICE

India's first NATURE LOVERS' PAINT

Recycled + Eco-Friendly

Love Nature.
Live Better.

Every choice we make leaves an impression - on our homes, our well-being, and the world around us.

Inspired by nature and guided by sustainability, NATURALS AURA is designed to create beautiful homes that nurture healthier living - creating spaces that are as nurturing for your family as they are for the environment.

Because every thoughtful choice gives something back.

FOREST

INSPIRATION

Inspired by the lush greens and earthy serenity, each shade captures the essence of towering canopies, mossy trails and the gentle play of sunlight filtering through leaves.







*Shades shown are indicative only. Refer to the JK Maxx Paints Fandeck for exact shades.

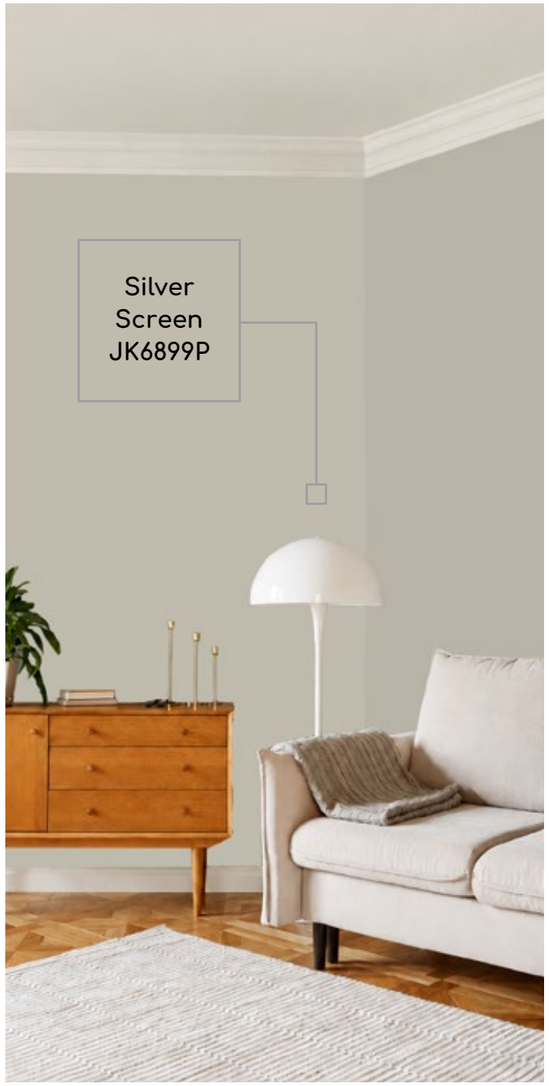
ROCK

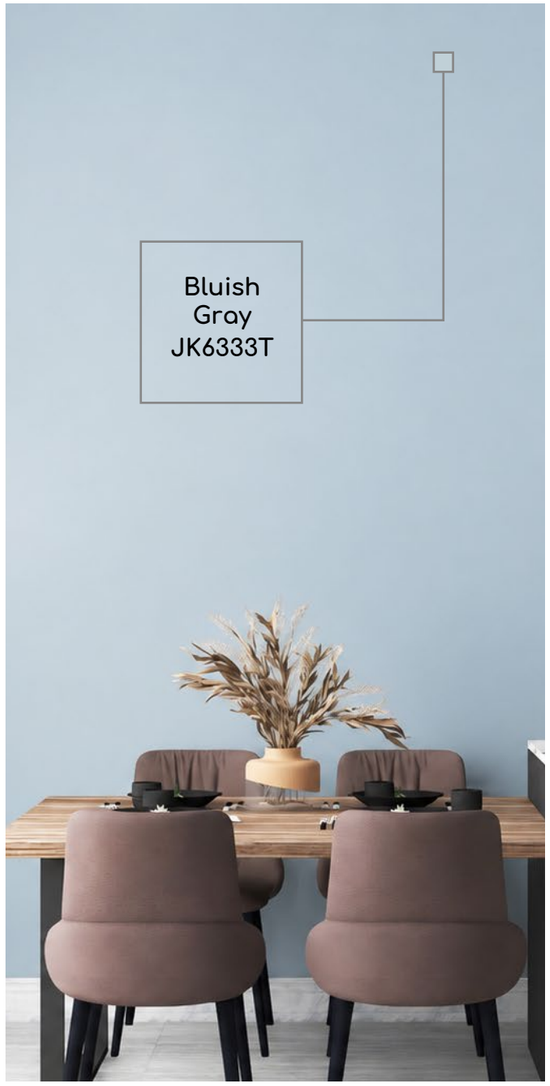
INSPIRATION

These timeless grey tones evoke the quiet elegance of weathered stones and misty horizons. Perfect for creating spaces of understated sophistication and calm.









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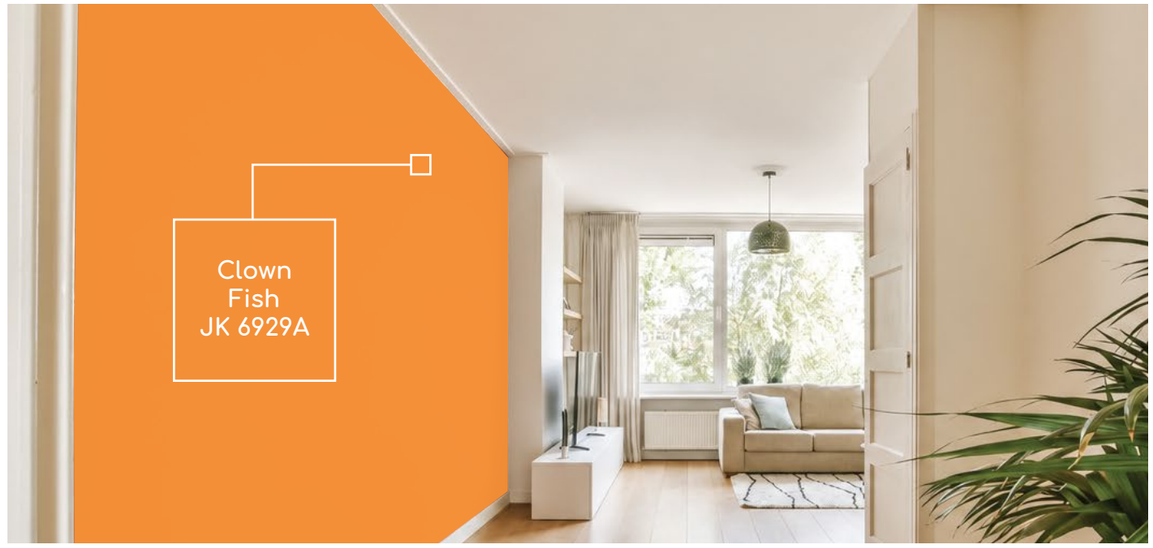
DUNE

INSPIRATION

Transform your space with these warm and audacious hues. Embodying energy, creativity, and passion, these colours create a vibrant and inviting atmosphere.



JKMaxx PAINTS





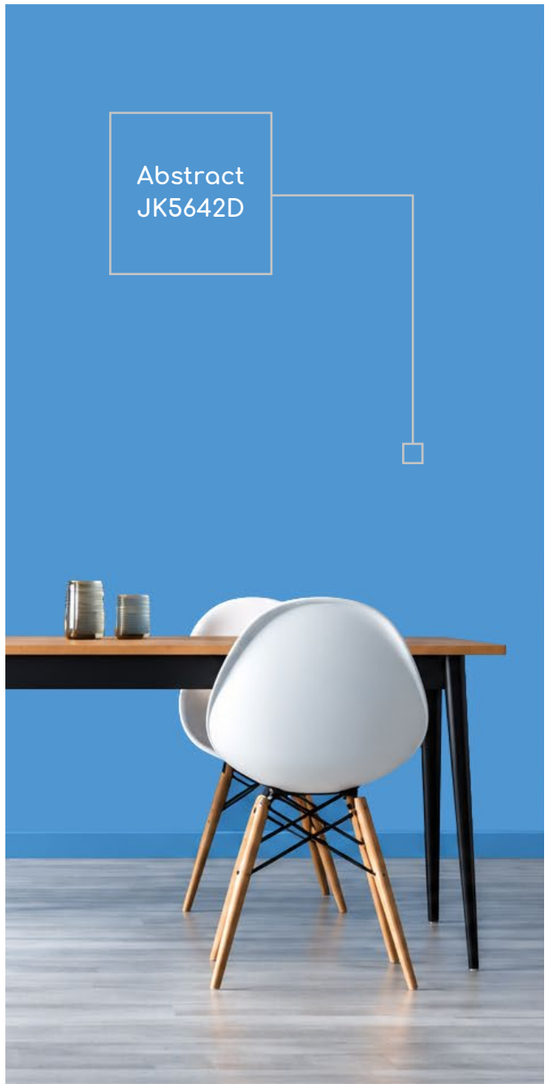


*Shades shown are indicative only. Refer to the JK Maxx Paints Fandeck for exact shades.

WAVE

INSPIRATION

Transform your home into a coastal retreat with this refreshing palette. These shades evoke the depth of the ocean and the fluidity of the waves, bringing a breezy and bright feel to your home.







*Shades shown are indicative only. Refer to the JK Maxx Paints Fandeck for exact shades.

BLOOM

INSPIRATION

From soft petal pinks to vibrant floral blues, each shade whispers of the serenity and untouched beauty of nature.





*Shades shown are indicative only. Refer to the JK Maxx Paints Fandeck for exact shades.

TECHNICAL DATA SHEET

JK NATURALS AURA Luxury Interior Emulsion brings premium performance and sustainability together. Our advanced formula uses an Air-purifying technology to refresh your indoor environment, while leaving behind a beautiful, **High Sheen**. Proudly conscious, it is engineered with **30% Recycled** and **10% Bio-based** materials to deliver a stunning finish with a smaller footprint.

Product Benefits

- High Sheen
- Air Purification Tech
- Superior Smoothness
- Recycled Packaging***
- Sustainable & Natural Emulsion
- 40% Eco Friendly Contents**
- 6+ Year Warranty
- Low-VOC

**30% recycled high performance polymer is calculated as a percentage of total film forming polymer content in the paint.
10% plant based / bio based high-performance polymer is calculated as a percentage of total film forming polymer content in the paint.
***Recycled polypropylene content in the packaging may vary depending on material availability and sourcing constraints.

Areas of Application

JK NATURALS AURA Luxury Interior Emulsion can be applied on cement plaster, concrete bricks, asbestos, RCC works, wood & board, and cement sand renderings.

Packaging Available

1 L | 4 L | 10 L | 20 L

Finish

High Sheen

Coverage

On normal masonry surface by brush/roller/spray

2 Coats 100-120 sq.ft/ltr*

*Actual Coverage may vary from the quoted coverage due to factors such as method and condition of application, surface roughness and porosity.

Colours Available

2000+ Shades
Currently Available as per the JK MaxX Paints Shade Card & Fandeck

How to Apply

New Surface Preparation

- Newly plastered surface should be allowed to mature for 6-8 weeks.
- Any surface to be painted should be free from dirt, dust, oil, grease, any loose particles, algae, fungus, cracks, etc. This should be done by wire brushing, followed by water jetting.
- All areas affected by heavy fungus or algae should be treated. Surfaces with efflorescence, should be treated as well.
- The surface should be well-prepared at the time of painting.

Filling

- All surface cracks upto 5mm should be filled and levelled, while surface cracks more than 5mm and upto 12mm should be filled with cement and sand in the ratio of 1:3.
- Apply 1 coat of JK Cement WallMaxX Wall Putty to smoothen the surface.

Primer

- Freshly plastered surfaces must be allowed to mature for 6-8 weeks.
- On such surfaces, apply one coat of Primera Interior Wall Primer by diluting 1 litre of primer with 1 litre of tap water.
- Allow it to dry for 4-6 hours, as per the weather conditions.

Top Coat

- Apply 2-3 coats of JK NATURALS AURA Luxury Interior Emulsion by diluting 1 litre of JK NATURALS AURA with 400 ml – 500 ml (40% – 50% dilution by volume) of tap water.
- An interval of 4-6 hours should be given between the coats.
- Three coats are recommended on ledges, parapets and other horizontal surfaces. Three coats are also recommended for dark shades.

Safety Precautions

- For best performance of the paint, ensure proper washing and cleaning of all algae and fungal growth. Store JK NATURALS AURA Luxury Interior Emulsion in a cool and dry place.
- Keep the container tightly closed when not in use.
- Wash the brush/equipment with water immediately after use.

Shelf Life

- 5 years from the date of manufacturing in the original tightly closed container, away from direct sunlight and excess heat.

JK NATURALS AURA Application Process

APPLICATION	THINNER	DILUTION % VOLUME	APPLICATION VISCOSITY [1] (SEC)	RECOATING PERIOD[2] (HOURS)
Surface Preparation	Cleaning & Sanding with Emery Paper 180			
Step 1 JKCement WallMaxX Wall Putty	Water	Based on requirement	N/A	4-6 hours
Step 2 Primera Interior Wall Primer	Water	100%	Brush/Roller 15-25 Spray 15-25	4-6 hours
Step 3 First Coat JK NATURALS AURA Luxury Interior Emulsion	Water	40%-50%	Brush/Roller 20-25 Spray 20-25	4-6 hours
Step 4 Second Coat JK NATURALS AURA Luxury Interior Emulsion	Water	40%-50%	Brush/Roller 20-25 Spray 20-25	4-6 hours

1. As measured through a Ford cup.
2. Recoating period is quoted for 25°C and 50% Relative Humidity, these may vary under different conditions.
3. Some shades may require 3 or more coats for proper hiding.

Precautions

- Do not apply when ambient temperature is less than 10°C or if the temperature is expected to drop to this level within 4 hours of application.
- In high humidity areas, remove surface fungus growth, fungai spores, mould etc., before application.
- Tinted paints need thorough shaking / mixing immediately after tinter addition as well as before use.
- Do not thin the paint before addition of Universal Stainer for customized shades.

Technical Details

Drying time: Surface dry time 30 min.

Sheen levels: 10-12 @ 60 deg

Flash point IS101/1987 Part 1, Sec 6: NA

Stability of thinned paint: To be used within 24 hours

Safety Features

- Kindly refer to the MSDS for JK NATURALS AURA Luxury Interior Emulsion
- Interior Emulsion which gives detailed information on safety measures while handling the paint.
- Do not breathe vapour or spray. It is recommended to wear suitable nose pad during sanding and surface preparation to avoid dust inhalation.
- Do not pour leftover paint down the drain or in water courses.
- In the event of spills, contain spillage using sand or earth.
- Safety Data Sheet available for professional user on request.
- No added Lead, Mercury or Chromium compounds.
- Store the container with the lid tightly closed in an upright position, in a cool, dry place.
- Keep out of reach of children and away from food, drink etc.
- May be harmful, if swallowed. In case of ingestion, seek immediate medical attention.
- Wear eye protection during application. In case of contact with eyes, rinse immediately with plenty of water and seek medical advice.
- In case of skin contact immediately wash skin with soap and plenty of water. Get medical attention if irritation develops or persists.

JKMaxx PAINTS

Colours of joy

#PlantJoy

SCAN FOR
DIGITAL FANDECK

SCAN TO
PLEDGE A TREE

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