

We are committed to providing a consistent premium quality affordable recycled latex paint. When you make the conscious choice to use **ecocoat** as part of your project to renew a space, you are helping the environment.

ecocoat is an excellent latex paint. Sourced from 100% post consumer latex paints, it is processed as any virgin paint would be. Thick, with a high solids content, it is very good value for the money. **ecocoat** may be used outdoors or indoors, so there is no project that **ecocoat** cannot be an important part of.

Interior/exterior **ecocoat** latex paint has an eggshell finish, and after a 30 day curing period has the washable qualities of a semi-gloss paint. Use **ecocoat** on walls, ceilings, trim, fences, and any other surface where a premium quality low-lustre latex paint would normally be used. We do not recommend using this product on floors.

To ensure proper adhesion, be sure to repair any surface deficiencies, lightly sand the entire surface with 120 grit sandpaper, and wipe surface clean. Prime water damaged areas with a water blocking primer so that stains will not appear through **ecocoat**.

Use our table below to help determine the approximate amount of **ecocoat** you will need. Remember to attempt to have all paint of one colour from the same batch; box paint together if it is from different batches.

Approximate ecocoat Coverage		Square feet per gallon or pail		
		3.78L can	10L pail	18.9L pail
Drywall	New (1st Coat)	300	750	1500
	Previously Painted	400	1000	2000
Wood	New (1st Coat)	200	500	1000
	Previously Painted	300	750	1500
Stucco	New (1st Coat)	150	375	750
	Previously Painted	200	500	1000
Vertical Concrete	New (1st Coat)	250	625	1250
	Previously Painted	350	875	1750
Cinder Block	New (1st Coat)	100	250	500
	Previously Painted	200	500	1000

ecocoat is produced by:

Calibre Environmental Ltd.
 6224 - 29th Street S.E., Calgary,
 Alberta T2C 1W3
 Tel: (403) 287-7726
 Toll Free: (888) 287-7728



Product of Canada

Recycled ♻️

ecocoat 

Interior/Exterior • Premium Performance • Latex Paint



THE ENVIRONMENTAL CHOICE

Every gallon of **ecocoat** you purchase prevents the equivalent of 115 pounds of Green House Gases from entering our atmosphere.

THE PERFORMANCE CHOICE

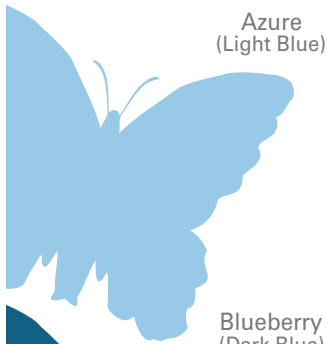
ecocoat is a premium quality recycled latex paint. It has a high solids content that will give you superior hide properties with excellent coverage.

THE ECONOMIC CHOICE

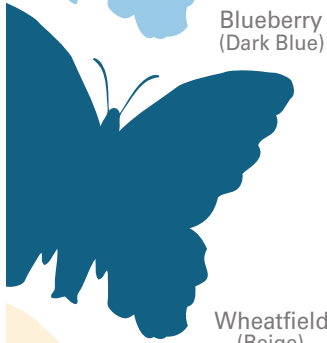
ecocoat 100% recycled latex paint will perform for you as well as a more expensive virgin paint.

FOR INDOOR/OUTDOOR USE

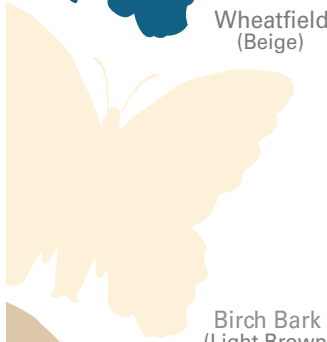




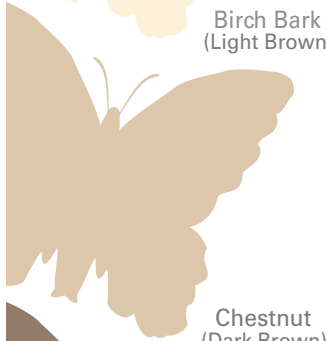
Azure
(Light Blue)



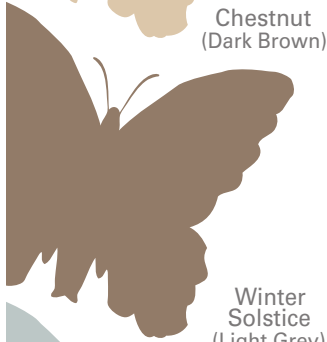
Blueberry
(Dark Blue)



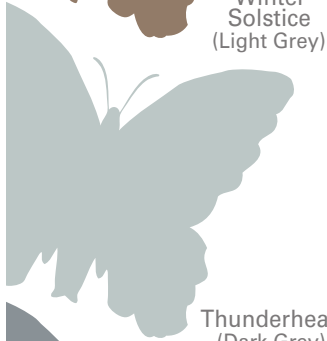
Wheatfield
(Beige)



Birch Bark
(Light Brown)



Chestnut
(Dark Brown)



Winter Solstice
(Light Grey)



Thunderhead
(Dark Grey)

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The **ecocoat** colours represented here are approximations only. See the colour swatch on each container for the exact colour of the paint inside.

The **ecocoat** Process:

When previously purchased paint arrives at Calibre Environmental Ltd., we subject it to an intense quality inspection protocol, then reblend it into one of our 14 colours. After a final mix and filtering, (to the highest of industry standards), **ecocoat** is then packaged for resale to you. We recycle all the old metal and plastic containers as well.

ecocoat Benefits:

ecocoat usually dries to the touch within one hour and you can apply a second coat after two hours. When you apply **ecocoat** by brush, roller, or spray you will notice two important things: how little splatter there is and the super coverage you get over drywall, stucco, vertical concrete, cinder block, and old (or primed new) wood. **ecocoat** performs equally well outdoors and indoors. A durable and long-lasting paint, you can wash and even scrub **ecocoat** after 30 days.

ecocoat Quality:

ecocoat is a quality interior/exterior low-lustre latex paint. We test it for performance. **ecocoat** recycled latex paint meets or beats the industry standards of more expensive virgin latex paints. **ecocoat** will perform as well as any virgin paint on any surface where a low sheen latex is typically used.

ecocoat Savings:

When you purchase **ecocoat** you are saving money and preventing environmental damage. **ecocoat** will cost you less than the equivalent virgin latex paint. Your purchase will prevent the need for an equivalent amount of new paint being manufactured. That will save energy, resources, and the environmental damage created by acquiring and using those resources.

ecocoat Tips:

- We strive for colour/sheen consistency, but the nature of recycled paint means that colour/sheen may vary from batch to batch. Please be sure you purchase enough **ecocoat** of the same batch number (it is on every container) to complete your project.
- When you paint over darker colours with a lighter colour, two coats are recommended. Two coats are also suggested if you are painting a dark colour over a light colour. If the colours are similar, you will find a single coat is often sufficient.
- Spot touch-ups are not recommended.

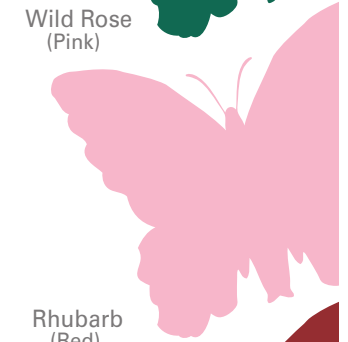
Recover your world with **ecocoat**.



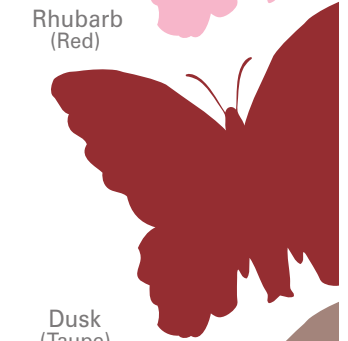
Meadow
(Light Green)



Pine
(Dark Green)



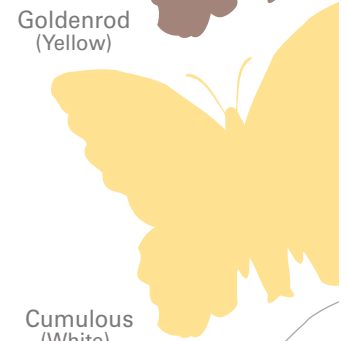
Wild Rose
(Pink)



Rhubarb
(Red)



Dusk
(Taupe)



Goldenrod
(Yellow)



Cumulus
(White)

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