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COVER STORY

Decorative forms of Paints and Coats

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LIKE A CANVAS



While we speak of sundry things that form a part of the interiors, the most decorative forms is the paint, coat or a texture. Coming from the era of caves, these forms of paints were then invented at that time, drawings and unusual paints were used for a smooth layer of clean lines on walls. Today, these paints are a part of the protective forms as well as decorative splashes. Varying from innumerable colours, there is a huge diversity of the paint family ranging from textures, coats and designs to suit your taste and preferences.

Text Courtesy : Harsha Masand

PAINTS AND COATS INDUSTRY

Colours, paints and textures have taken on a whole new meaning due to the advancement of technology. Paints are available in a number of classes at sheen levels and can be used differently depending upon durability and the function and mood one wants to create in a room.

Paint companies are offering an endless list of possibilities in colours, tones and textures that provide effects like metal, natural stone, wood, concrete, crystal - without burning a hole in your pocket. If used intelligently and aesthetically with suitable lighting, these effects are sure to make heads turn.

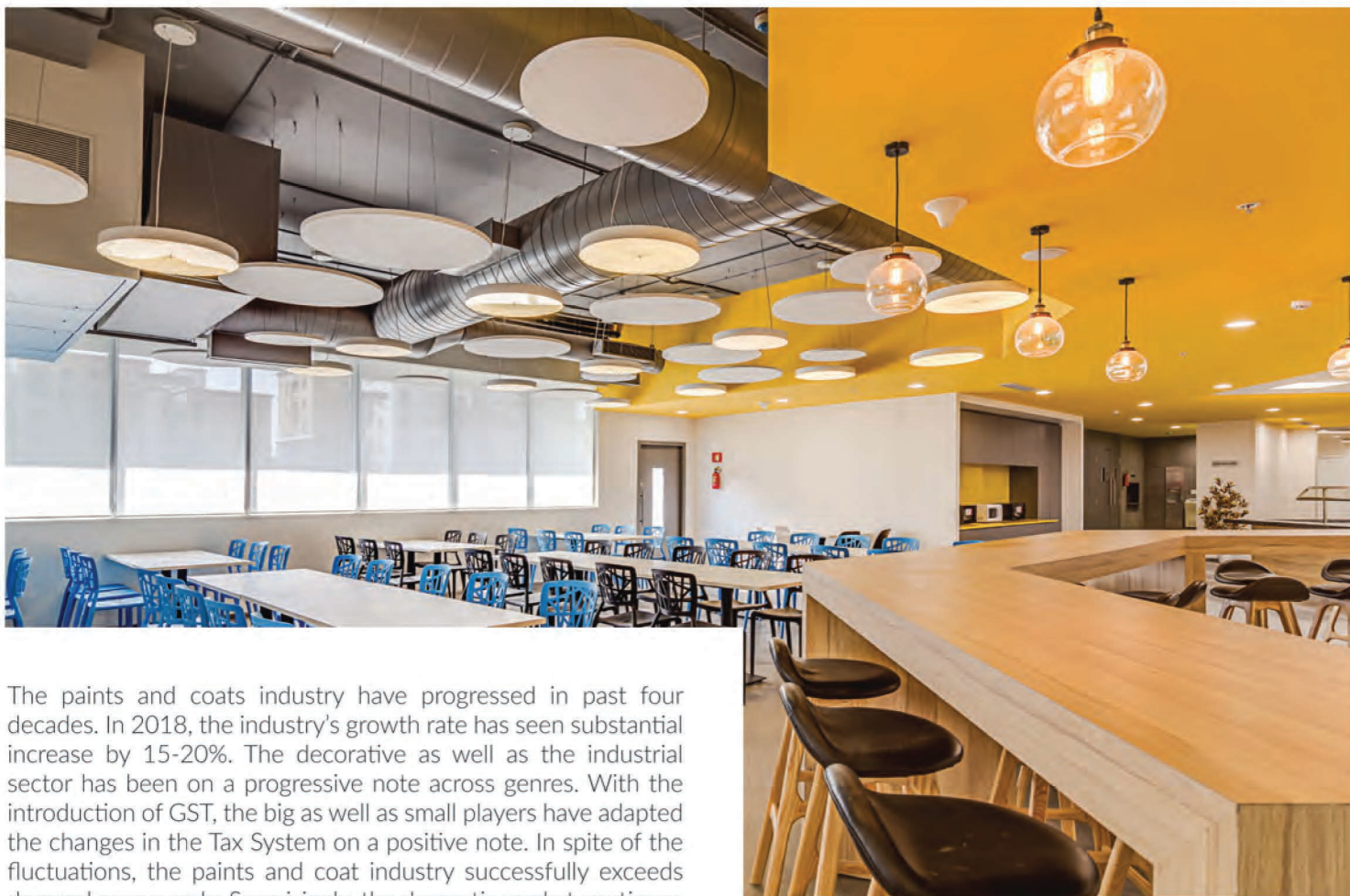
Paints are undergoing a tectonic shift right from the manufacturing process to the onsite execution. From low VOC paints that reduce indoor pollution, to anti-bacterial paints for increased hygiene, the end consumers have a variety of paints to select from for their ideal end use. Many paint companies have come up with vacuum sanding machines that help reduce the time and the indoor dust that is caused when base surfaces are being prepared. Most of the sites use these latest technologies and these are today's latest trends.



Apart from the diverse range of paints and textures available in today's date, I believe that the industry is focusing on health and environment too. For example, by using low VOC paints; sustainable materials, they are contributing to one's wellbeing and to the environment.

*- Neha Bhalla, Associate Interior Designer,
NCUBE Designs*





The paints and coats industry have progressed in past four decades. In 2018, the industry's growth rate has seen substantial increase by 15-20%. The decorative as well as the industrial sector has been on a progressive note across genres. With the introduction of GST, the big as well as small players have adapted the changes in the Tax System on a positive note. In spite of the fluctuations, the paints and coat industry successfully exceeds demand over supply. Surprisingly, the domestic market continues to field on a better pitch than the International base. The housing sector has benefitted immensely and so has the decorative segments. Manufacturing sector grew at a CAGR of 6.9% between FY12 and FY18, said a report for Paints Sector Industry Analysis. The biggest challenge faced is the welcoming of exterior paints.

The technological advancement pertains to a large variety of products from smooth finishes to glossy finish products. Paints are classified on the basis of their functions including paint, varnish, enamel and primer. The four products are subjective of their nature and have a distinguish feature representing each of its types. The components of paints stem adhere to four stages, top coat, undercoat, texture and primer. Each of these applications are used for different purposes, one of the important ones being interiors.

