



FARROW & BALL®

FINISHES & APPLICATION

Your guide to choosing and applying our finishes

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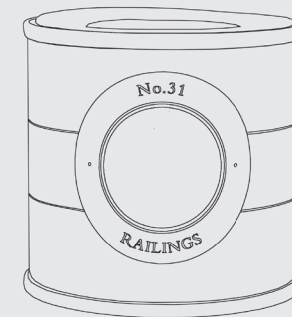
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INTRODUCING FARROW & BALL

At Farrow & Ball we create richly pigmented paints and handcrafted wallpapers, using only the highest-quality ingredients. Made in Dorset since 1946, over 75 years of colour expertise and industry-leading precision go into every tin and roll, creating a versatile range you can combine with confidence.

Our latest innovation is all-new Dead Flat — a traditional finish reimagined for contemporary living. Now with newly added toughness, this multi-surface emulsion is our most matte finish for deeper, richer colour that lasts.

This helpful booklet introduces our range of finishes, our recommended application, and our approach to sustainability. For more detailed technical advice, please see our Product Advice Sheets, available at [farrow-ball.com](https://www.farrow-ball.com).



OUR SUSTAINABILITY STORY

Whether it's through our entirely water based range of long-lasting finishes – which score the highest grade for low emissions – our infinitely recyclable metal tins, or our strategies for cutting down on waste, we're committed to reducing our impact on the earth without compromising on quality.

WATER BASED

In 2010, we were the first to move to an entirely water based range, reworking our eggshell and gloss finishes into gentler, water based formulations without compromising durability.

A+ INDOOR AIR QUALITY

All our paints score A+ for the French Indoor Air Quality Decree N° 2011-321 – Arrêté April 2011. As insulation in homes continues to improve, it's more important than ever to choose paint that promotes better indoor air quality.

TOY-SAFE FINISHES

The majority of our finishes, including Dead Flat and our Modern and Estate ranges, are independently tested and safe to use on toys in accordance with Safety of Toys Part 3: Migration of certain elements (EN 71-3:2019+A1:2021). So, you can transform toys, cots, highchairs and other items children and babies come in to contact with. The only finishes excluded from this are Casein Distemper, Wood Primer & Undercoat and Metal Primer & Undercoat.

RESPONSIBLE MATERIALS

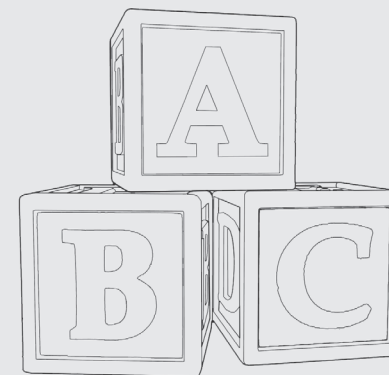
We're always seeking opportunities to reduce and recycle materials. Because metal packaging is infinitely recyclable, our empty tins can be transformed again and again, helping dramatically reduce waste going to landfill. We use 75% recycled material in our cardboard boxes. Plus, our vinyl-free wallpaper means any offcuts are recyclable too (just check how in your local area).

LONG LASTING

When looking at the environmental impact of a decorating project, it's important to consider the impact over time. The more durable the paint, the less often you need to repaint. The quality ingredients in our paints deliver excellent durability, with some finishes – including Dead Flat and Modern Emulsion – achieving the highest possible scrub performance rating of Class 1.

OUR MANUFACTURING

We're always looking at how we can reduce our impact on the planet. For example, our manufacturing site runs on renewable energy generated by wind and solar farms around Britain. Our energy saving measures across our UK sites comply with the Energy Saving Opportunities Scheme (ESOS) and are audited by the Environmental Agency to ensure we're doing the best we can. We recycle 97% of our liquid waste, including at our own, on-site water treatment facility. Plus, we even recycle 100% of the dry waste from our factory or turn it into biomass.



FIND OUT MORE

Visit farrow-ball.com/sustainability to learn more about our approach

OUR FINISHES

ABOUT OUR RANGE

Our comprehensive range of paint finishes not only look beautiful, but also offer unique 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.



DEAD FLAT

INTERIOR WALLS, CEILINGS, WOODWORK AND METAL

Our all-new Dead Flat emulsion is our most matte finish with freshly 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. The new formulation is washable, wipeable and scuff resistant, making Dead Flat perfect for hallways, living rooms and playrooms. unrivaled performance, all in a low odor, water based formula with trace VOC.

All-new Dead Flat is:

- Our most matte finish with 2% sheen
- Multi-surface
- Washable and wipeable
- Water based
- Low odor, trace VOC
- Quick drying
- Toy safe
- Available in our full range of colours
- A+ rated for indoor air quality

SPECIFICATIONS

COVERAGE

Up to 12m²/l per coat

TIN SIZES

750ml, 2.5l, 5l

SHEEN LEVEL

2%

DRYING TIME

Dry in 2 hours, recoat in 4 hours



MODERN EMULSION

INTERIOR WALLS AND CEILINGS

Modern Emulsion is our super-tough finish for interior walls and ceilings. Washable, scuff-proof and protected against mold, it's the best choice for kitchens and bathrooms. Modern Emulsion is available in our full range of colours in a beautiful, durable matte finish.

Modern Emulsion is:

- Matte finish
- Quick drying
- Scuff and stain resistant
- Mold protected
- Washable and wipeable
- Water based
- A+ rated for indoor air quality
- Toy safe
- Available in our full range of colours
- Low odor, trace VOC

SPECIFICATIONS

COVERAGE

Up to 12m²/l per coat

TIN SIZES

2.5l, 5l

SHEEN LEVEL

7%

DRYING TIME

Dry in 2 hours, recoat in 4 hours



MODERN EGGSHELL

INTERIOR WOOD, METAL AND CONCRETE SURFACES

Modern Eggshell 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 skirting, doors, kitchen cabinets, furniture, and radiators.

Modern Eggshell is:

- Satin finish
- Quick drying
- Washable and wipeable
- Scuff and stain resistant
- Water based
- A+ rated for indoor air quality
- Toy safe
- Available in our full range of colours
- Low odor, low VOC

SPECIFICATIONS

COVERAGE

Up to 12m²/l per coat

TIN SIZES

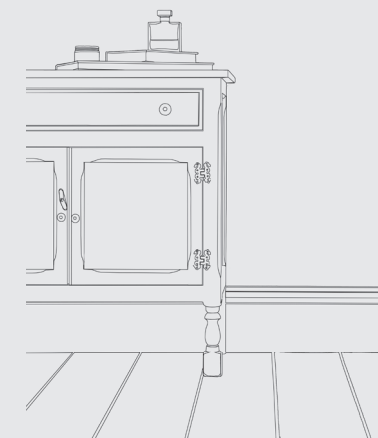
750ml, 2.5l, 5l

SHEEN LEVEL

40%

DRYING TIME

Dry in 2 hours, recoat in 4 hours



ESTATE® EMULSION

INTERIOR WALLS AND CEILINGS

Estate Emulsion is our classic finish for interior walls and ceilings in low-traffic areas. 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
- Gently wipeable
- Water based
- A+ rated for indoor air quality
- Toy safe
- Available in our full range of colours
- Low odor, trace VOC

SPECIFICATIONS

COVERAGE

Up to 14m²/l per coat

TIN SIZES

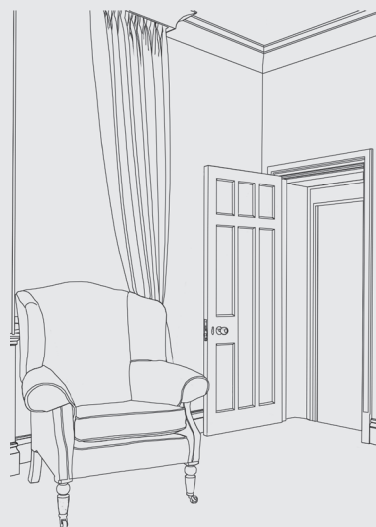
100ml, 2.5l, 5l

SHEEN LEVEL

2%

DRYING TIME

Dry in 2 hours, recoat in 2 hours



ESTATE® EGGSHELL

INTERIOR WOOD AND METAL

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

Estate Eggshell is:

- Satin finish
- Quick drying
- Washable and wipeable
- Water based
- A+ rated for indoor air quality
- Toy safe
- Available in our full range of colours
- Low odor, low VOC

SPECIFICATIONS

COVERAGE

Up to 12m²/l per coat

TIN SIZES

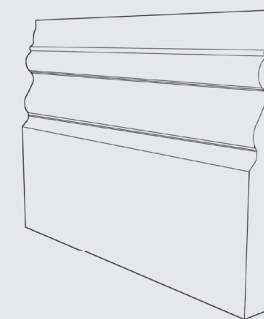
750ml, 2.5l, 5l

SHEEN LEVEL

20%

DRYING TIME

Dry in 2 hours, recoat in 4 hours



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 vapor permeability to still allow walls to breath. 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
- Protected from fungi and algae
- Water based
- A+ rated for indoor air quality
- Toy safe
- Available in a wide range of colours**
- Low odor, trace VOC



SPECIFICATIONS

COVERAGE

Up to 8m²/l per coat

TIN SIZES

5l

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 fletton bricks.

** 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 algae and fungi, and the resin-rich formula resists flaking, peeling, and fading for up to six years.*

Exterior Eggshell is:

- Satin finish
- Flexible and breathable
- Water resistant
- Protected from fungi and algae
- Quick drying
- Water based
- A+ rated for indoor air quality
- Toy safe
- Available in our full range of colours
- Low odor, low VOC



SPECIFICATIONS

COVERAGE

Up to 13m²/l per coat

TIN SIZES

750ml, 2.5l

SHEEN LEVEL

20%

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.

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
- Toy safe
- Available in our full range of colours
- Low odor, low VOC

SPECIFICATIONS

COVERAGE

Up to 12m²/l per coat

TIN SIZES

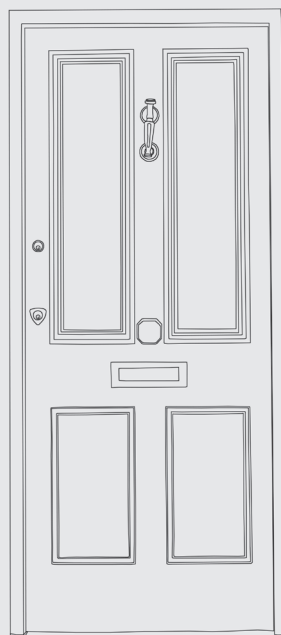
750ml, 2.5l

SHEEN LEVEL

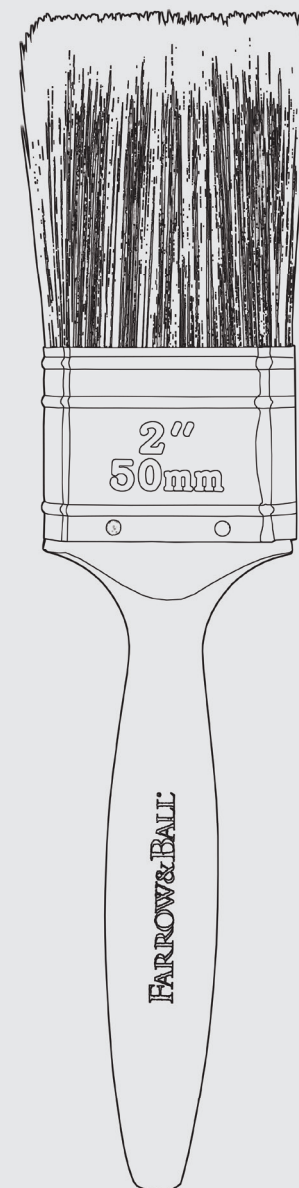
95%

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.



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.

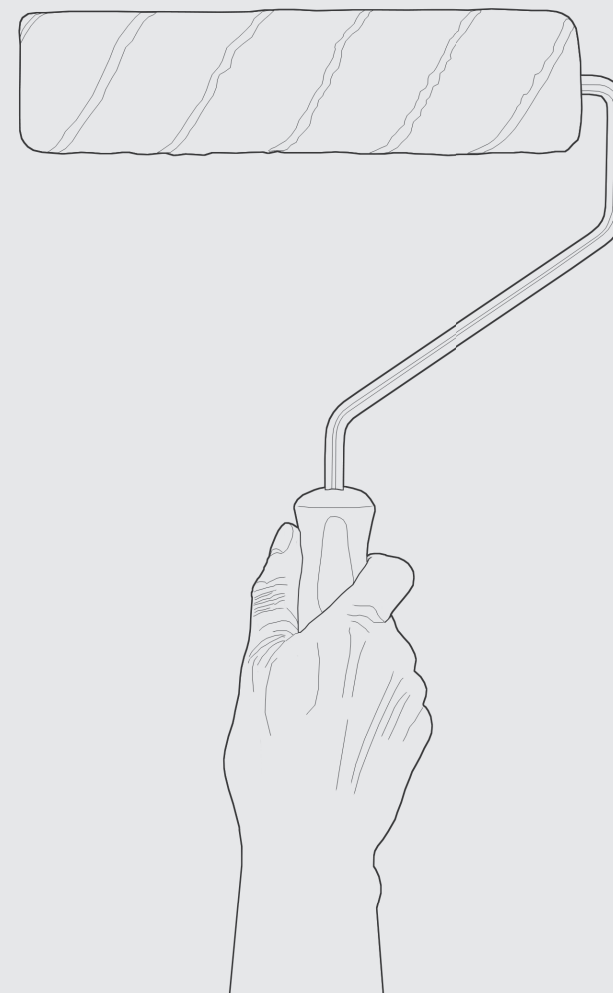
CHOOSING YOUR PRODUCT

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 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.



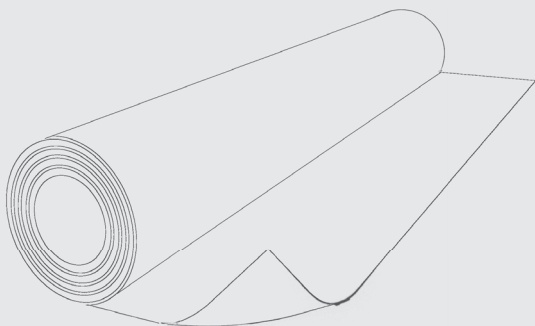
FARROW & BALL WALLPAPER

Our exquisitely tactile wallpapers are made with our own paints, which are applied to traditionally woven, responsibly sourced paper. This makes it easier to choose effortless combinations of paint and wallpaper for your home. Every roll is handcrafted using traditional methods 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.

All the paper we use is sourced from sustainably managed forests to minimize our impact on the environment. Plus, because our wallpaper contains no vinyl, any offcuts are recyclable. Do check the specific policy in your local area to see how to recycle yours.

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.



HANGING WALLPAPER

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 center outwards, apply a generous, even coat of paste to the reverse of the paper. Ensure you work right to the edges but that no paste comes into contact with the pattern side, as this can cause flaking and discolouration to develop.
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

FINISHES	DESCRIPTION	PRODUCT USE															LOOK	APPLICATION				
		WALLS AND CEILINGS	WALLS IN BUSIER AREAS	KITCHENS	BATHROOMS	FINE PLASTERWORK AND CEILINGS	INTERIOR WOODWORK	INTERIOR METALWORK	INTERIOR FURNITURE	INTERIOR WOODEN FLOORS	INTERIOR CONCRETE FLOORS	EXTERIOR WOODWORK	EXTERIOR METALWORK	EXTERIOR FURNITURE	EXTERIOR MASONRY	UNSTABLE MASONRY		PRODUCT LOOK AND SHEEN LEVEL	SIZE OF TIN AVAILABLE	COVERAGE PER LITRE*	RECOMMENDED COATS**	DRYING TIME (HOURS)
INTERIOR AND EXTERIOR FINISHES																						
Our most matte finish with added toughness, for interior walls, wood and metal																						
Dead Flat	Interior walls, ceilings, woodwork and metal	●	●	◐	-	-	●	●	●	-	-	-	-	-	-	-	Flat matte 2%	750ml, 2.5l, 5l	12 m ²	2	2	4
Our super-tough, washable Modern finishes are great for kitchens and bathrooms.																						
Modern Emulsion	Interior walls and ceilings	●	●	●	●	-	◐	◐	◐	-	-	-	-	-	-	-	Matte 7%	2.5l, 5l	12 m ²	2	2	4
Modern Eggshell	Interior wood, metal and concrete	●	●	●	●	-	●	●	●	●	●	-	-	-	-	-	Mid sheen 40%	750ml, 2.5l, 5l	12 m ²	2	2	4
Our Estate range gives you the signature Farrow & Ball look in two low-sheen finishes.																						
Estate® Emulsion	Interior walls and ceilings	●	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Flat matte 2%	100ml, 2.5l, 5l	14 m ²	2	2	2
Estate® Eggshell	Interior wood and metal	●	●	●	●	-	●	●	●	-	-	-	-	-	-	-	Mid sheen 20%	750ml, 2.5l, 5l	12 m ²	2	2	4
Our durable, weather-resistant finishes																						
Exterior Masonry	Exterior masonry	◐	-	-	-	-	-	-	-	-	-	-	-	-	●	-	Flat matte 2%	5l	8 m ²	2	2	5
Exterior Eggshell	Exterior wood and metal	◐	◐	◐	-	-	◐	◐	◐	-	-	●	●	●	◐	-	Mid sheen 20%	750ml, 2.5l	12 m ²	2	2	4
Full Gloss	Interior and exterior wood and metal	●	●	●	-	-	●	●	●	-	-	●	●	●	◐	-	High gloss 95%	750ml, 2.5l	12 m ²	2	2	4
PRIMERS & UNDERCOATS																						
Our Primers & Undercoats for a durable, easy-to-paint base.																						
Wall & Ceiling Primer & Undercoat	Interior walls and ceilings	●	●	●	●	-	-	-	-	-	-	-	-	-	-	-	N/A	2.5l, 5l	12 m ²	1	2	4
Wood Primer & Undercoat	Interior and exterior including floorboards and knotty areas	-	-	-	-	-	●	-	●	●	-	●	-	-	-	-	N/A	750ml, 2.5l	12 m ²	1	2	4
Metal Primer & Undercoat	Inhibits rust on interior and exterior bare metal surfaces.	-	-	-	-	-	-	●	◐	-	-	-	●	●	-	-	N/A	750ml	12 m ²	2	2	4
Masonry & Plaster Stabilising Primer	Unsound interior and exterior masonry	◐	◐	◐	◐	-	-	-	-	-	●	-	-	-	◐	●	N/A	5l	20 m ²	1	2	2

* A range of resin technologies makes sure each finish works for its intended surface. Coverage figures are based on one coat. For the best possible results and a smooth even finish, we recommend one coat of Primer & Undercoat and two coats of paint.

** Additional coats may be required depending on surface and topcoat colour.

HOW TO ORDER

farrow-ball.com | 1 888 511 1121 | nasales@farrow-ball.com



Farrow & Ball, Uddens Estate, Wimborne, Dorset, BH21 7NL
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