

Wild Rust

Technical Data Sheet — Revision: 06/11/2025

Single-component decorative coating with Corten effect (rust) for interior and exterior*.

Product Description

Wild Rust It is a high-performance, single-component decorative coating formulated with gel acrylic resins, special fillers, and water-dispersed aggregates. Designed to achieve a textured finish. Corten (rust), allows you to faithfully reproduce the appearance of metal corrosion and oxidation, creating surfaces with a dynamic and ever-evolving character.

Its advanced formulation ensures uniform application and a controlled reaction to oxidation, allowing you to modulate the aesthetic result for a personalized and exclusive decorative effect. The hardened coating has a textured and vibrant surface, capable of giving spaces a modern, distinctive, and industrial design.

Thanks to its versatility, Wild Rust It is suitable for applications on internal and external surfaces, offering an ideal decorative solution for residential, commercial and design spaces. The product is available in two variants for even greater customization:

- Iron: traditional rust-Corten finish, with a warm and industrial aesthetic.
- Copper: rust-copper effect with green tones, for a sophisticated and refined result. The oxidized effect is activated by applying a dedicated oxidizing activator, like Activator Wild Rust, which allows you to intensify and control the transformation of the surface, guaranteeing wide creative freedom and high-level aesthetic results.

Features and Performance

Single-component decorative coating Corten effect, ideal for applications on walls and furniture surfaces. Innovative formula with gel acrylic resins and special aggregates for a textured and dynamic finish. Realistic reproduction of corrosion metallic, with modulation of the oxidized effect. Applicable on internal and external surfaces, ensuring stability and durability over time.

Available in two aesthetic variants (Iron and Copper) for maximum customization. Controlled activation with Wild Rust Activator, to obtain unique shades and textures. Aqueous dispersion formula, with low environmental impact and free of harmful substances. Thanks to its innovative technology and application versatility, Wild Rust It represents the perfect solution for creating surfaces with a strong aesthetic impact, transforming any space into a decorative work of great value and character.

Fields of Application

Wild Rust It is a decorative coating suitable for applications on internal and external surfaces, offering excellent adhesion on various materials when properly prepared. It is ideal for creating effect finishes Corten (rust) on media such as: Masonry, plaster and concrete, for decorative walls in residential and commercial environments.

Plaster and plasterboard, for lightweight surfaces and internal structures with a strong aesthetic impact. Architectural elements and decorative details, such as columns, paneling, fireplaces and furnishing accessories. Commercial and design spaces, including showrooms, restaurants, hotels and environments with an industrial or contemporary character.

Historic buildings and renovations, to give a worn and oxidized aesthetic to traditional surfaces. To ensure a perfect adhesion and uniformity of the finish, the surfaces must be stable, well-adherent and primed with specific preparatory products. Wild Rust It is the ideal solution for those who want to transform walls and architectural details into distinctive design elements, enhancing modern and classic spaces with a material and authentic touch.

Technical Features

Appearance Matt Colour in can Metallic dark grey Density Kg/Lt 1,640 ± 0,05 Supply viscosity 25°C Thixotropic Volumetric dry residue 72 ± 2% Theoretical coverage Iron or Copper 6 - 8 m²/lt for 2 coats depending on absorption Activator 7 - 10 m²/lt for 2 coats depending on absorption Dilution Water from 20 to 30 % Application method Brush, Short-haired roller Drying 25°C Touch dry 1 – 2 hours Touch dry 3 - 5 hours Deep dry 18 – 24 hours Overcoating Minimum / Maximum 4 - 6 hours / no limitations

Storage

stability 12 months Standard packaging Lt.1 – Lt.2,500

Application Method

Correct preparation of the substrate and precise execution of the application cycle are essential to obtain the desired decorative rust effect, both in the version Iron (Corten) both in the version Copper (coppery-green). Surface preparation

- Preliminary check : Make sure that the surfaces are dry, stable, cohesive and clean from dust, oils, old flaking paint , mould or salt efflorescence. Cleaning: Proceed with brushing, pressure washing or sanding, depending on the type of contaminant.
- Consolidation: In case of uneven surfaces, cracks or non-uniform fillings, use compatible fillers.
- Priming: Apply a coat of Acquafix Quartz or Isoacryl on plaster, drywall, or absorbent surfaces to ensure adhesion and uniform absorption.

Application of the

base product – Wild Rust

- Application: – Spread out Wild Rust Iron or Wild Rust Copper with a brush, roller or stainless steel spatula, distributing the product evenly . – Leave to dry for 4–6 hours. – Apply a second hand using the same technique to obtain a uniform material base, ready for oxidative activation . Iron effect decoration (Corten Rust)
- After 4–6 hours from the second coat of Wild Rust Iron (check complete drying), proceed with the application of the Wild Rust Activator.
- Application mode: – Apply the activator with spalter brush, sponge or fine spray, over the entire surface. – After 4–6 hours, apply a second hand of the activator to intensify the Corten effect. – The number of applications can be increased to obtain more marked, deep and real rust.
- The final result will be a Corten effect. burnished metal corrosion, with shades ranging from oxide red to deep brown, adjustable based on the number of passes. Copper effect decoration (Copper-oxidized rust)
- After 4–6 hours from the second coat of Wild Rust Copper (check drying), apply the Wild Rust Activator as for the Iron version.
- Application mode: – Apply a first coat of the activator with a sponge or soft brush. – Once dry, apply a second or third coat to obtain the oxidized green transition typical of copper.
- The result will be a finish antique and iridescent, with copper, green, and bluish tones based on layering and reaction. Final protection with Wild Rust Protector suitable for interior surfaces.
- Wait 24–48 hours from the completion of the oxidized effect.
- Apply Wild Rust Protector, transparent polyurethane finish, in two thin coats: 1. First coat with brush or roller: leave to dry for 12–18 hours. 2. Second coat: guarantees the anti-humidity and anti-flaking protection long term. Outdoor Application – Precautions and Protection Cycle* For applications outside, it is essential to observe some specific precautions to guarantee the aesthetic and functional durability of the Wild Rust cycle. Support Terms
- The surface must be perfectly dry, without rising damp, saline efflorescences, condensation, or the presence of residual water.
- Any infiltrations or latent humidity compromise the adhesion and stability of the decorative film, favoring detachment or chromatic alterations.
- On new substrates, wait until the plaster or concrete is completely cured before applying. ■ Environmental conditions

- Apply only in the absence of rain or risk of precipitation in 24–48 hours later.
- Avoid direct exposure to intense sun or strong wind during application.
- Temperature of the substrate and the environment: +8°C ÷ +38°C.
- Relative humidity: < 75%. Mandatory protective finish for exteriors At the end of the oxidized decoration, it is essential to apply a transparent protective finish that protects the film from atmospheric agents, UV rays, and humidity. Two possible solutions are recommended: 1. Wild Rust Protector (for under balconies)
- Apply in two thin hands, respecting the drying times (12–18 hours between coats).
- Dilution: 35–45% in water, depending on environmental conditions and the absorbency of the substrate.
- Guarantees resistance to rain, humidity and UV aging. 2. Alternatively: New Atriapol Glossy/Matte, applied as a transparent protective finish, always respecting the dilution of 20 – 30% Both products provide effective surface protection, enhancing the decoration and chromatic stability of the treatment. Technical note The quality of the decorative effect depends on the uniformity of the base, the application manual and the number of activations. It is recommended to carry out a preliminary sampling on a test surface to calibrate the reaction and intensity of the final result.

Tips and Notes

To achieve an authentic, stable, and visually striking decorative effect, it is essential to precisely follow the application and environmental instructions for the Wild Rust cycle. Terms of application

- Apply Wild Rust exclusively in favourable climatic conditions, with ambient and substrate temperatures between +5°C and +40°C.
- The relative humidity of the air must not exceed 80%.
- Avoid application in the presence of strong wind, direct sunlight or risk of imminent rain, to avoid drying not uniform, halos, drips or alterations of the oxidized effect. Support Status
- The support must be stable, dry, clean and cohesive.
- Do not apply on surfaces subject to rising damp, saline efflorescence or in the presence of contaminants, which may compromise adhesion, oxidative reaction and chromatic stability.
- In the presence of mould or old, inconsistent paint, intervene with cleaning, mechanical removal and consolidating primer suitable. Drying and decoration times
- Let it dry every coat of Wild Rust for at least 4–6 hours before the next application.
- To obtain the maximum chromatic activation of the oxidized effect, wait 24–48 hours after the second coat before proceeding with Wild Rust Activator.
- Times may vary depending on temperature, ventilation and humidity. Performance and aesthetic result
- The intensity of the rust (Iron) or copper-green (Copper) effect depends on the number of activator coats and the technique used (sponge, brush, spray).
- Always carry out preliminary tests on sample surfaces, especially in customized cycles or on non- standard supports.
- Use clean and suitable tools for each phase (base, activator, protector) to avoid contamination. Outdoor applications: In case of applications in outdoor environments, it is essential evaluate the conditions of the application and weather conditions, strictly adhering to the instructions given in the technical cycle. The product is particularly sensitive to the presence of humidity in the substrate: applications performed on surfaces that are not perfectly dry or with residual humidity, efflorescence or rising water can determine cracks, surface halos or whitening. It is therefore essential check beforehand for the absence of humidity and make sure the substrate is completely dry, stable, and free of contaminants before applying the Wild Rust cycle.

Storage

and preservation

- Store Wild Rust in a cool, dry, well-ventilated place at a temperature between +5°C and +35°C, away from frost, direct sunlight and heat sources.

- Close containers tightly after use to preserve the chemical-physical characteristics of the product. Safety and durability
- It is always recommended to final protection with Wild Rust Protector to ensure the aesthetic and functional durability of the treatment, especially in outdoor environments or subject to humidity.
- Avoid the use of acidic or abrasive detergents on treated surfaces: for cleaning use only soft cloths and detergents neutral.

(*) This information is considered indicative only. The company reserves the right to change it without notice. It is the users' responsibility to verify suitability for their specific use.