



DECO



novacolor®
I colori dell'Architettura





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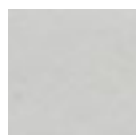
MATmotion è la linea di smalti pronti all'uso e idropitture professionali che Novacolor ha studiato per la decorazione di soffitti e pareti interne anche su grandi superfici.

Con Velvet, Silk e Marocaine la linea MATmotion diventa anche Deco e abbraccia l'anima decorativa di Novacolor, con una linea di finiture decorative user-friendly, caratterizzate da alte prestazioni abbinate a semplicità di esecuzione.

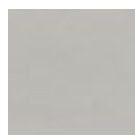
MATmotion is the line of ready-to-use enamels and professional water-based paints that Novacolor has designed for the decoration of interior walls and ceilings, even on large surfaces.

With Velvet, Silk and Marocaine, the MATmotion line becomes Deco and embraces the decorative soul of Novacolor, with a range of user-friendly decorative finishes, characterized by high performances combined with simplicity of execution.

PALETTE



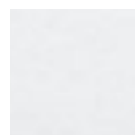
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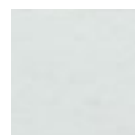
MM 002



MM 003



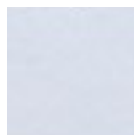
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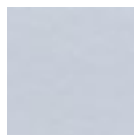
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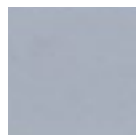
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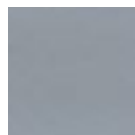
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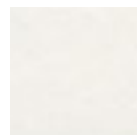
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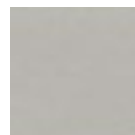
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MM 014



MM 015



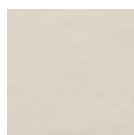
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MM 017



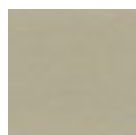
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MM 023



MM 024



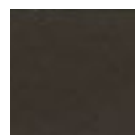
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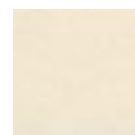
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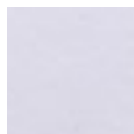
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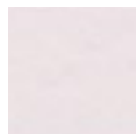
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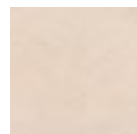
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MM 037



MM 038



MM 039



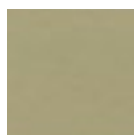
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MM 041



MM 042



MM 047



MM 048



MM 049



MM 050



MM 051



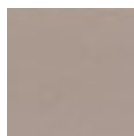
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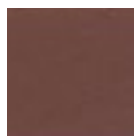
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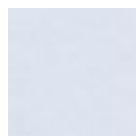
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MM 059



MM 060



MM 064



MM 065



MM 066



MM 067



MM 068



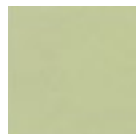
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MM 076



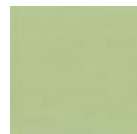
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MM 079



MM 080



MM 081



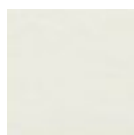
MM 082



MM 083



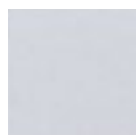
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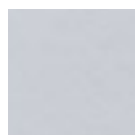
MM 100



MM 102



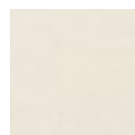
MM 103



MM 104



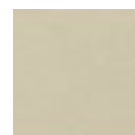
MM 105



MM 106



MM 107



MM 108



GREEN E SOSTENIBILE

MATmotion è una linea green, priva di formaldeide e plastificanti aggiunti che permette di realizzare una finitura particolarmente uniforme, adatta in ambienti dove si desidera assicurare un eccellente risultato estetico associato alla velocità di esecuzione, e con una bassa emissione di composti volatili in fase d'applicazione. MATmotion Deco rappresenta l'espressione dell'attuale impegno di Novacolor verso la sostenibilità ambientale: MATmotion Silk e Marocaine sono formulati con un legante speciale derivante da biomassa sostenibile, che sostituisce materie prime fossili. Questo processo produttivo che contribuisce a ridurre il carbon footprint, prende il nome di Mass Balance Approach ed è certificato RedCert².

GREEN AND SUSTAINABLE

MATmotion is a green line, free of formaldehyde and added plasticizers that allows to create a particularly uniform finish, suitable for environments where you want to ensure an excellent aesthetic result associated with the speed of execution, and with low emissions of volatile compounds during the application. MATmotion Deco represents the expression of Novacolor's current commitment to environmental sustainability: MATmotion Silk and Marocaine are formulated with a special binder derived from sustainable biomass, that replaces fossil raw materials. This production process, which contributes to reducing the carbon footprint, is called Mass Balance Approach and is RedCert² certified.

MATmotion Velvet

MATmotion Velvet è una finitura spatolata opaca per interni, coprente, a base di polimeri acrilici in emulsione acquosa e priva di formaldeide. L'applicazione, in abbinamento con MATmotion PRIMER, è facilmente realizzabile in una o due mani, e crea superfici dall'aspetto opaco e vellutato, con toni di colore profondi e vibranti che ricordano le finiture minerali.



MATmotion Velvet

MATmotion Velvet is a matt troweled-on finish for interiors, based on acrylic polymers in aqueous emulsion, formaldehyde-free and highly covering. The application, in combination with MATmotion PRIMER, is easy to do in one or two layers, and creates a matt and velvet-like effect with deep and vibrant color tones that reminds on the mineral finishes.



Photo © Edo Riboldi

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MATmotion Silk

Facilmente applicabile anche da mani meno esperte, MATmotion Silk è una finitura per interni a base di cariche ad effetto metallizzato disponibile nelle basi silver ed extrawhite. La superficie decorata con una o due mani di MATmotion Silk si riveste di un gradevole gioco di luce e colori, frutto dell'armonia e del contrasto tra le ombreggiature, create con l'applicazione ed il riflesso dei pigmenti perlescenti.



MATmotion Silk

Easy to apply even by less experienced hands, MATmotion Silk is a decorative finish for interiors with subtle metallic effect available in the silver and extrawhite bases. The surface decorated with one or two layers of MATmotion Silk gets a nice game of light and colors, the result of harmony and contrast between the shadows created by the reflection of pearlescent pigments.

MATmotion Marocaine

MATmotion Marocaine è una finitura per la decorazione delle superfici verticali interne a base di cariche testurizzanti e pigmenti ad effetto sabbaiato, argento. La superficie decorata con una o due mani di MATmotion Marocaine si distingue per il contrasto creato dalla luminosità dei pigmenti perlescenti e la satinatura delle cariche a rilievo.



MATmotion Marocaine

MATmotion Marocaine is a decorative finish for vertical interior surfaces with texturized charges and sanded effect, available in the silver base. The surface decorated with one or two coats of MATmotion Marocaine stands out for its contrast created by the brightness of the pearlescent pigments and the satin finish of the texturized charges.



Photo © Edo Rabboni

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MATMOTION DECO



Certificato A+ per le basse emissioni di sostanze volatili nell'aria.
A+ Certified for the low emissions of volatile substances in the air.



MATmotion Silk e MATmotion Marocaine riducono il carbon footprint. Certificati REDcert².
MATmotion Silk and MATmotion Marocaine reduce the carbon footprint. REDcert² Certified.

Le tonalità di questa cartella hanno valore puramente indicativo. The color samples in this color chart should be considered purely indicative.

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Novacolor is committed to reduce
the environmental impact by producing
friendly materials.



AZIENDA CON
SISTEMA DI GESTIONE
CERTIFICATO DA DNV GL
= ISO 9001 =
= ISO 14001 =

COMPANY WITH
MANAGEMENT SYSTEM
CERTIFIED BY DNV GL
= ISO 9001 =
= ISO 14001 =

Made in Italy