



novacolor®
I colori dell'Architettura

walhúb

Novacolor was established in 1982 in Forlì, Italy, with more than 40 years of history as a premium brand of San Marco Group, specialising in decorative finishes.

CERTIFICATIONS & COMPLIANCE



A+ Indoor Air Quality



Life Cycle Assessment



VOC Free



REDcert²



Indoor Air Comfort Gold



Indoor Air Comfort USA



Mass Balance Approach



ISO



International EPD System III



Formaldehyde Free



HACCP Certified



Eurofins – Indoor Air Comfort Gold

Novacolor holds the Eurofins Indoor Air Comfort Gold certification — an internationally recognised mark awarded based on extremely strict parameters. This certification confirms that our products comply with the emission limits set by major global sustainability frameworks, including Singapore Green Label, LEED, BREEAM, and WELL Building Standard.



CONTENT SUMMARY

MATMOTION
MATMOTION DECO
SWAHILI OPACO
MI-KU THERM
ZEUS
ARCHI+ TADELAKT
MIRROR
TEODORICO
CELESTIA PAINTING
CREATIONS

PAGES

3 - 4

5 - 6

7

8

9

10

11

12

13

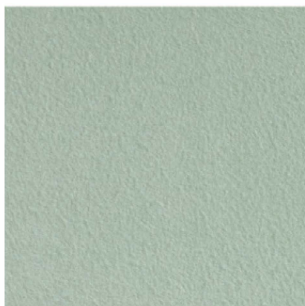
14

FLAT PAINTS



MATMOTION

MATTE

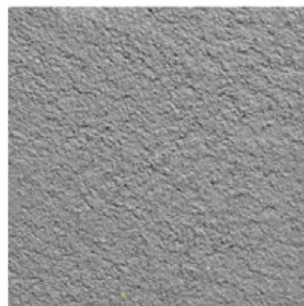


CELESTIA PAINTING

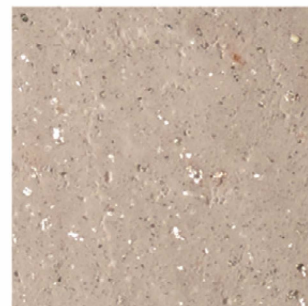
MINERALS



MIRROR



ARCHI+ TADELAKT



TEODORICO

METALLICS



SWAHILI OPACO



MATMOTION DECO



MI-KU THERM



ZEUS

MATMOTION

MATmotion is a high-performance and non-toxic water-based paint line for interior walls and ceilings. Super-washable and anti-drop, it is ready to use and ideal for large surfaces, offering a rich colour palette.



CERTIFICATIONS & COMPLIANCE



A+ Indoor Air Quality

A+ Certified for low emissions of volatile substances into indoor air.



REDcert²

Certified for reduced environmental impact through sustainable raw material sourcing.



HACCP Certified

Compliant with the hygiene requirements under Regulation (EC) No. 852/2004, suitable for use in food preparation environments.



Indoor Air Comfort Gold (Eurofins)

Certified for compliance with the most stringent global emission standards, including LEED, BREEAM, WELL, and Singapore Green Label.

MATMOTION ROYALE

PERFORMANCE FEATURES:



Excellent Washability



Excellent Stain Resistance



Excellent Hiding Power



Excellent Levelling for Uniform Applications



Formulated with Silver Ions to Inhibit Bacterial Growth on the Paint Film



COLOUR PALETTE



COLOUR PALETTE

 MM 022	 MM 023	 MM 024	 MM 025	 MM 026	 MM 027
 MM 028	 MM 029	 MM 030	 MM 031	 MM 032	 MM 033
 MM 034	 MM 035	 MM 036	 MM 037	 MM 038	 MM 039
 MM 040	 MM 041	 MM 042	 MM 043	 MM 044	 MM 045
 MM 046	 MM 047	 MM 048	 MM 049	 MM 050	 MM 051
 MM 052	 MM 053	 MM 054	 MM 055	 MM 056	 MM 057
 MM 058	 MM 059	 MM 060	 MM 061	 MM 062	 MM 063
 MM 064	 MM 065	 MM 066	 MM 067	 MM 068	 MM 069
 MM 070	 MM 071	 MM 072	 MM 073	 MM 074	 MM 075
 MM 076	 MM 077	 MM 078	 MM 079	 MM 080	 MM 081

COLOUR PALETTE



MATMOTION SILK

Silk Smooth Finish

Silk Brushed Effect

A decorative finish with a metallic effect, offering a soft and silk-like sheen. The surface exhibits a dynamic interplay of light and colour, created by the reflection of pearlescent pigments.

CERTIFICATIONS & COMPLIANCE



A+ Indoor
Air Quality



Mass Balance
Approach



REDcert²

MATMOTION VELVET

A water-based matt finish, formulated with acrylic polymer emulsion, delivering an opaque, velvety appearance to treated surfaces.

CERTIFICATIONS & COMPLIANCE



A+ Indoor
Air Quality



Mass Balance
Approach



REDcert²



Criss Cross Pattern



Velvety Appearance



Saine finish with textural sanded effects

MATMOTION MAROCAINE

A decorative metallic finish with a sanded effect. It utilises texturing agents and silver metallic pigments to create a glazed, sanded texture.

CERTIFICATIONS & COMPLIANCE



A+ Indoor
Air Quality



REDcert²

SWAHILI OPACO

Swahili Opaco features a matte metallic finish enriched with fine quartz particles. Unlike traditional metallic coatings, it offers a soft, understated shimmer, redefining boldness with elegance.

CERTIFICATIONS & COMPLIANCE



A+ Indoor
Air Quality



Mass Balance
Approach



REDcert²

COLOUR PALETTE



Did You Know?

'Opaco' means "Matte" in Italian. While metallic finishes are typically glossy and bold, Swahili Opaco introduces a refined matte effect, striking the perfect balance between modernity and subtlety.



MI-KU THERM

Mi-Ku Therm is a decorative finish with functional benefits, offering a soft touch and a luminous sparkle while enhancing indoor comfort. Engineered with microscopic glass beads, it actively improves thermal insulation, reducing condensation - the primary cause of mould growth.

CERTIFICATIONS & COMPLIANCE



A+ Indoor
Air Quality



Mass Balance
Approach



REDcert²



Anti-mould



Anti-condensation

COLOUR PALETTE



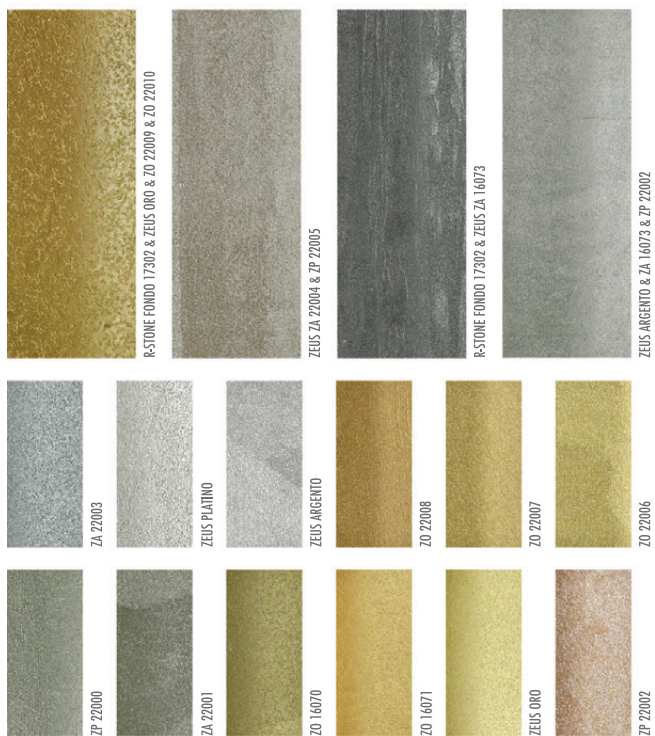
ZEUS

Zeus features a bold metallic sheet effect, available in gold, silver, and platinum bases. Composed of a special copolymer, selected metallic pigments, and rheological modifiers, it ensures excellent hiding power, smooth workability, and a striking, reflective finish.

CREATIVE APPLICATIONS

Versatile finishes for artistic and custom effects. Explore more surface ideas in the Creations section.

COLOUR PALETTE



ARCHI+ TADELAKT

Archi+ Tadelakt is a mineral plaster coat for interiors, formulated with natural hydraulic lime and air lime. Inspired by the traditional Moroccan tadelakt finish, it offers a smooth and water-resistant surface with excellent workability.

CERTIFICATIONS & COMPLIANCE



A+ Indoor
Air Quality



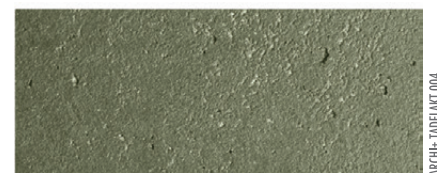
Indoor Air
Comfort Gold



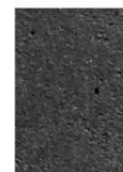
Indoor Air
Comfort USA



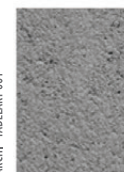
COLOUR PALETTE



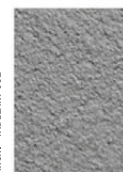
ARCHI+ TADELAKT 004



ARCHI+ TADELAKT 001



ARCHI+ TADELAKT 002



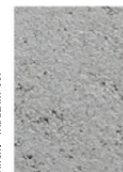
ARCHI+ TADELAKT 005



ARCHI+ TADELAKT 006



ARCHI+ TADELAKT 007



ARCHI+ TADELAKT 008



ARCHI+ TADELAKT 009



ARCHI+ TADELAKT 010



ARCHI+ TADELAKT 003



ARCHI+ TADELAKT 011



ARCHI+ TADELAKT 012



ARCHI+ TADELAKT 013

MIRROR

Mirror is a lime-based stucco finish enriched with up to 40% marble dust for a high-gloss effect. Made with "grassello" lime putty and special additives, it ensures smooth application and is ideal for prestigious interior walls.

CREATIVE APPLICATIONS

Versatile finishes for artistic and custom effects. Explore more surface ideas in the Creations section.

CERTIFICATIONS & COMPLIANCE



A+ Indoor
Air Quality



COLOUR PALETTE



TEODORICO

Teodorico is a lime-based decorative coating for interiors and exteriors, offering gold, silver, and bronze effects. Formulated with hydrated lime putty and fine marble powder, it delivers a semi-polished finish with soft, vibrant shading, reminiscent of marble stone.

CERTIFICATIONS & COMPLIANCE



A+ Indoor
Air Quality



Indoor Air
Comfort Gold



Indoor Air
Comfort USA

PERFORMANCE FEATURE

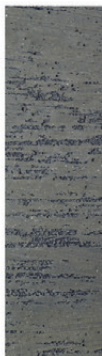


Interior &
Exterior Use

COLOUR PALETTE



TEODORICO TD 19200 & CERA WAX PLUS



TEODORICO TD 19212 & FASE SLOSSANICA NEUTRA & FS 0223



TEODORICO TDS 19206 & CERA WAX PLUS

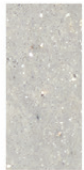
with Mica Gold



TDS 19201



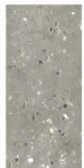
TDS 19204



TDS 19213

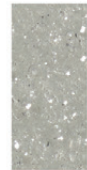


TDS 19214



TDS 19215

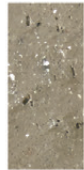
with Mica Silver



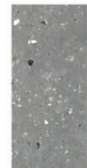
TDS 19216



TDS 19208



TDS 19211



TDS 19209

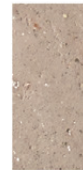


TDS 19217

with Mica Bronze



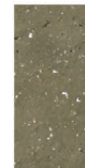
TDS 19202



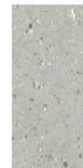
TDS 19203



TDS 19207



TDS 19205



TDS 19210



CELESTIA PAINTING

Celestia Paint is a premium decorative paint for interiors, offering a soft, suede-like texture with a luxurious finish. Formulated with elastic resins, it enhances durability while creating elegant, tactile surfaces with rich depth and shading.

PERFORMANCE FEATURE



Soft Touch

COLOUR PALETTE





CREATIONS

A closer look at how our finishes come to life — through layered blends, tonal transitions, concrete effects, and more. These applications highlight just a few of the ways our materials can be used to create distinct and tailored surfaces.

For tailored applications or further variations, feel free to reach out to our team.

+ more styles available



wallhub

SINGAPORE | MALAYSIA