

**Manufactured by:**  
**Jubilant Agri and Consumer Products Ltd.**  
Regd. Office: Bhartiagram Gajraula, Distt. Amroha-244 223,  
Uttar Pradesh, India.

**Consumer Care Cell:**  
Product Manager, CPD, Jubilant Agri and Consumer Products Ltd.  
Plot No. 15, Knowledge Park-II, Greater Noida-201 306, Uttar Pradesh.  
Ph. No.: +91-120-7186000  
Email: contact\_JACPL@jubl.com  
Website: www.jacpl.co.in



It all starts with a piece of wood!





**Jubilant Bhartia Group** has established successful partnerships to nurture innovative business models targeted at delivering value to its stakeholders. Their focus on servicing customers and building partnerships to create value reflects the group's promise of Caring, Sharing and Growing.

The Group has a strong presence in diverse sectors like Pharma and Life Sciences, Food, Oil and Gas, Agri and Consumer Products and Consulting Services in Aerospace and Oilfield industries.

Consumer products like adhesives and wood finishes are offered by its wholly owned subsidiary company Jubilant Agri and Consumer Products Ltd (JACPL). It is the 2<sup>nd</sup> largest consumer adhesive brand in India and a significant player in the Indian wood finishes market. The wood finish range and Jivanjor provides a one stop solution to decorate, protect and enhance the natural beauty of wood used in furnishing and furniture industry.

Italians are undoubtedly the masters of design. The term 'Made in Italy' has become synonymous with exquisite craftsmanship and sheer elegance. Italian design continues to prove that it is the best in the world. Their attention to detail and profound aesthetic sense has made Italy the motherland of everything beautiful!

Verinlegno is an Italian company that specializes in premium wood finish products. Thanks to its superior technical know-how and highest standard of quality & service, it has emerged as the one of the top rated solution providers in the woodworking industry.

Its secret is an in-depth understanding of its partner's and consumer needs. They combine artisanal care for products and extremely evolved service with a global vision.

Taking forward the common vision of using superior technology and providing consumers with the best results, Jubilant Group and Verinlegno have joined hands to bring to you Ultra Italia - Premium Italian Wood Finishes.





**PU** PREMIUM  
WOOD FINISH  
SCRATCH RESISTANT

Ultra Italia PU is universal two-component polyurethane paint product made in Italy and imported by Jubilant in India. This superior Italian wood finish range not only enhances the beauty of wood but also provides protection, so that they stay beautiful, forever!

Combining high mechanical and chemical performance with very good transparency and smoothness,

Ultra Italia gives your wooden furniture a warm and classic feel. Be it high gloss finish or matt finish, our range of premium Italian wood finishes are sure to give you the desired results you are looking for.



**PU** PREMIUM WOOD FINISH  
[SCRATCH RESISTANT]



**PU White Gloss Finish**

---



**PU White Matt Finish**

---



**PU Clear Gloss Finish**

---



**PU Clear Matt Finish**

---



**PU Special Effect**



Premium Italian finish

🇮🇹 PU White Gloss Finish



**PU** PREMIUM WOOD FINISH  
[SCRATCH RESISTANT]

PU White Gloss Finish 🇮🇹

Ultra Italia presents PU White Gloss finish which is extremely glossy and gives the wood a mirror like appearance and enhances the durability of your furniture. High solid content and easy sanding of the white sealer provide a smooth even surface to lay the Ultra Italia top coat on. Top coat polish ensures that the initial gloss levels of the cured film is always retained.

**Feature:**

**High gloss and DOI results in mirror like finish**

**High solid content provides long lasting film**

**Best in class scratch, stain and heat resistance**

**Dries fast and is ideal for all weather application**

🇮🇹 PU White Matt Finish



**PU** PREMIUM WOOD FINISH  
[SCRATCH RESISTANT]

PU White Matt Finish 🇮🇹

Ultra Italia presents PU White Matt, a subtle matt finish which is long lasting and scratch resistant. This is ideal for interior wood finishing for furniture in dining room, living room, kitchen, etc.

**Feature:**

**High solid content provides long lasting film**

**Best in class scratch, stain and heat resistance**

**Dries fast and is ideal for all weather application**

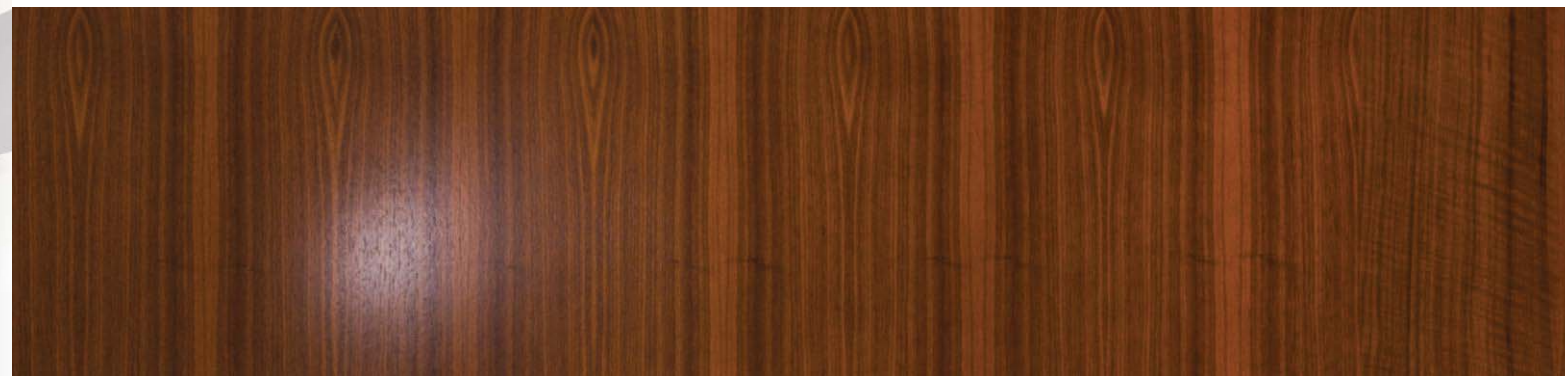


🇮🇹 PU Clear Gloss Finish



**PU** PREMIUM WOOD FINISH  
[SCRATCH RESISTANT]

PU Clear Gloss Finish 🇮🇹



Ultra Italia presents PU Clear Gloss finish which is extremely glossy and gives the wood a mirror like appearance and improves the durability of your furniture. This high gloss finish further enhances the beauty of wood grains to give it a deep and opulent feel. Use our range of wood stains for best results. Top coat polish ensures that the initial gloss levels of the cured film is always retained.

**Feature:**

**High gloss and DOI results in mirror like finish**

**High solid content provides long lasting film**

**Best in class scratch, stain and heat resistance**

**Dries fast and is ideal for all weather application**

🇮🇹 PU Clear Matt Finish



**PU** PREMIUM WOOD FINISH  
[SCRATCH RESISTANT]

PU Clear Matt Finish 🇮🇹

Ultra Italia presents PU Clear Matt, a subtle matt finish which is long lasting and scratch resistant. This is ideal for interior wood finishing for furniture in dining room, living room, etc. Excellent transparency ensures that wood grains are well highlighted and the matt finish completely masks any imperfections making your furniture look perfect, always.

**Feature:**

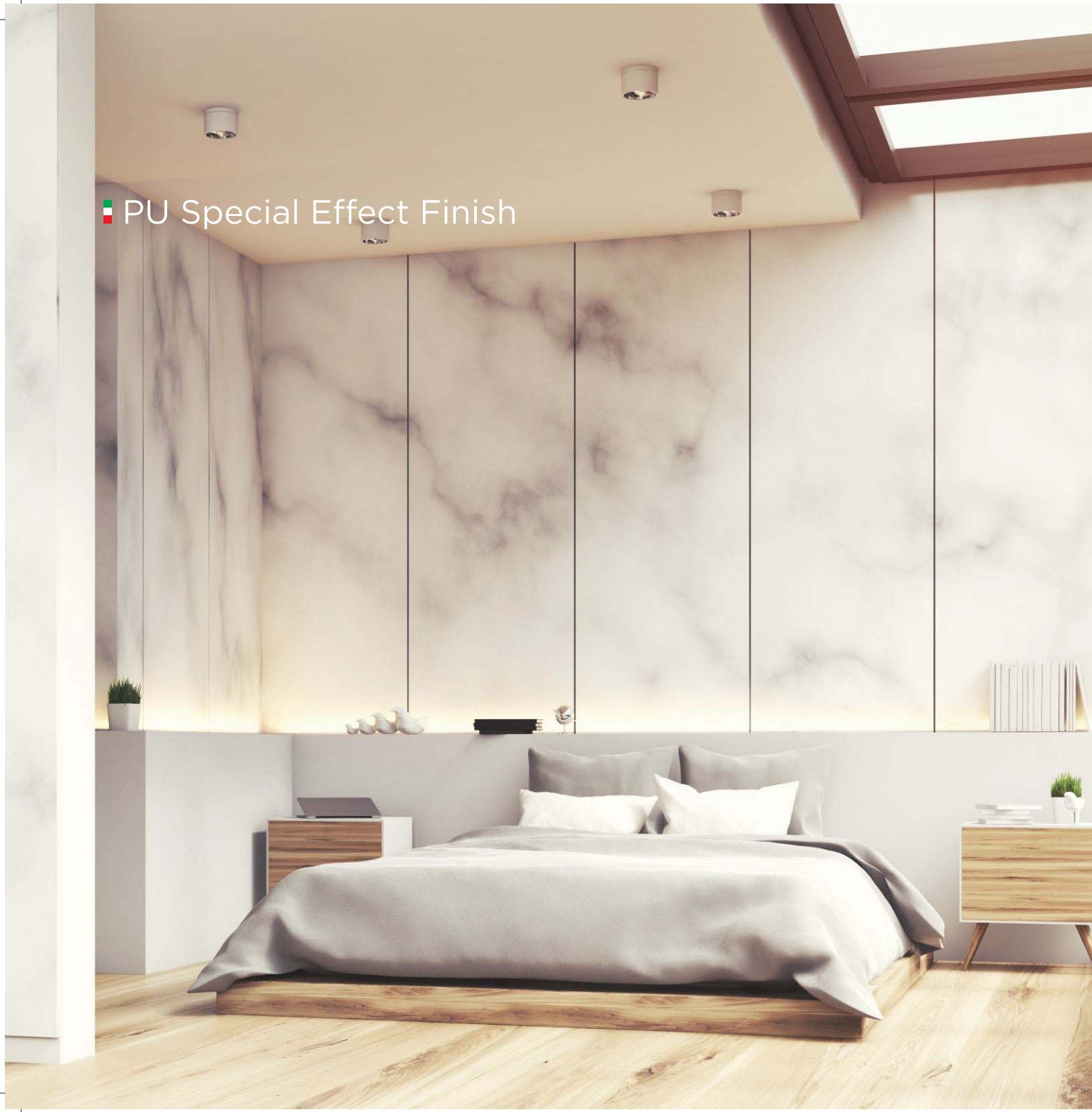
**High solid content provides long lasting film**

**Best in class scratch, stain and heat resistance**

**Dries fast and is ideal for all weather application**



🇮🇹 PU Special Effect Finish



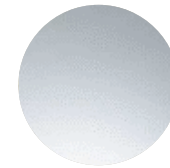
**PU** PREMIUM WOOD FINISH  
[SCRATCH RESISTANT]

PU Special Effect Finish 🇮🇹

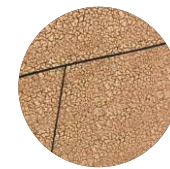
The 'Special Effects' range of Ultra Italia premium wood finishes can be used to highlight features or add dramatic effects to your furniture. Choose from a classic marble finish to a luxurious pearl or antique finish and give your furniture a true touch of elegance!



HAMMERTONE



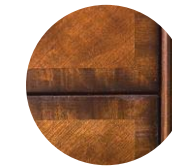
MOTHER OF PEARL



CRACKLE



MARBLE



ANTIQUE



METALLIC





PU

PREMIUM  
WOOD FINISH  
SCRATCH RESISTANT



STIR WELL  
BEFORE USE



REFER TO  
PRODUCT  
DATASHEET



FLAMMABLE

## Application Process



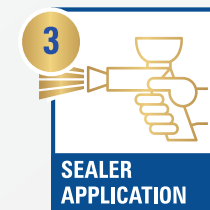
**1**  
SURFACE  
PREPARATION

- Sand the wooden surface with Emery Paper No. 180 followed by Emery Paper No. 220
- Apply suitable wood filler (if required) to fill grains and sand the surface with Emery Paper No. 220
- Wipe the surface clean
- For pre-polished wood, remove the coating by scraping or sanding



**2**  
STAIN  
APPLICATION

- Rag or spray desired stain colour from our range of Wood Stains
- Allow to dry for 20-30 minutes
- Stains should be applied before sealer application
- Do not sand the stained coat



**3**  
SEALER  
APPLICATION

- Mix Ultra Italia PU Premium Wood Finish Sealer Base and Hardener in the ratio of 2:1 by weight
- Allow 15 minutes reaction time
- Add Ultra Italia PU Premium Wood Finish Thinner (20% by weight) to adjust the application viscosity
- Utilise the mix within 2 hours of preparation
- Apply mix on the surface of the prepared substrate by brush or spray
- Allow wooden substrate to dry for 6-8 hours
- Dry and sand with Emery Paper No. 220
- Recoat if required and sand with Emery Paper No. 220 between coats



**4**  
TOP COAT  
APPLICATION

- Select recommended top coat finish from our range of Ultra Italia PU Premium Wood Finishes
- Mix the base and hardener in 2:1 ratio by weight (Matt). Mix the base and hardener in 1:1 ratio by weight (Glossy)
- Allow 15 minutes reaction time
- Add Ultra Italia PU Premium Wood Finish Thinner (30% by weight) to adjust the application viscosity
- Utilise the mix within 2 hours of preparation
- Apply mix on the surface of the prepared substrate by brush or spray
- Allow wooden substrate to dry for 6-8 hours
- Dry and sand with Emery Paper No. 320/400 in between top coats
- Apply 2-3 coats and sand with Emery Paper No. 320 between coats