

PROFESSIONAL SYSTEMS

# ANTI-GRAFFITI SYSTEM

**ISOGRAFF - SACRIFICIAL ANTI-GRAFFITI PROTECTIVE**  
**GRAFFITI REMOVER - GRAFFITI REMOVAL DETERGENT**



**san marco**   
SISTEMI VERNICIANTI PER L'EDILIZIA

# Watch over the history

ANTI-GRAFFITI SYSTEM



## The professional anti-graffiti system

Colorificio San Marco, always interested in the restoration of Italy's artistic and architectural heritage, has designed and created a professional anti-graffiti coating system. Graffiti is very common in towns and cities for commercial, residential or historic building all over Europe. **To counteract the problem of graffiti on walls** in an effective and lasting manner, Colorificio San Marco has developed a solution to protect buildings from graffiti.

This professional anti-graffiti system **is the fruit of a collaboration with Research Institutes in the sector and the Università Ca' Foscari in Venice** to focus research on removal techniques that favour the use of solvents that will not harm the environment and at the same time, and on products and methods that make removal easier through previous protection of the surfaces.

Two separate products resulted from this research, **ISOGRAFF** and **GRAFFITI REMOVER**, which on one hand inhibit the pigment from penetrating the substrate, and on the other hand make their removal much easier.

BEFORE



AFTER



**Historic centre of MILAN,**  
removal of graffiti with GRAFFITI REMOVER.







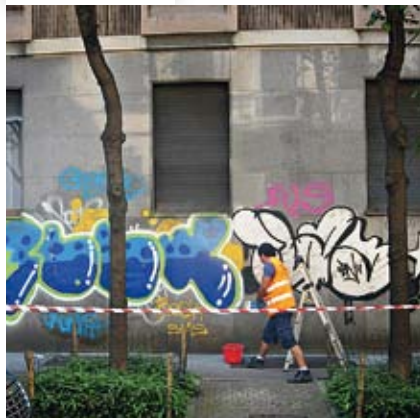


**Palazzo Reale in Turin,**  
protection of the fencing (stone parts)  
and the base with ISOGRAFF.

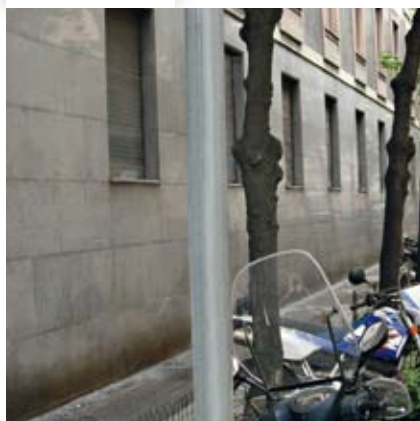




BEFORE



AFTER



**Historic centre of MILAN,**  
removal of graffiti with GRAFFITI REMOVER.



**Cà Foscari gateway in Venice,**  
protection of the stone parts with ISOGRAFF.



### Sacrificial anti-graffiti protective

Graffiti is a problem that commonly plagues many wall surfaces and involves many types of materials: natural stone, brick, mineral surfaces, cement, painted walls.

**ISOGRAFF** is a water-based, breathable, sacrificial effect anti-graffiti product with a low environmental impact for the protection of mineral surfaces. Unlike other anti-graffiti products, it does **not** require the use of solvents considered hazardous to human health and the environment in order to remove the graffiti.

**ISOGRAFF** creates an effective barrier that reduces the absorption of water and dirt and blocks the depositing of smog without altering the breathability of the surfaces, allowing any graffiti to be removed by simply cleaning with hot water.

An operation that is ten times faster and cheaper than that required for unprotected surfaces.





**Regional electoral courthouse, Rio de Janeiro**

Protection of the stone parts of the lower portion with ISOGRAFF.



## BEFORE



## AFTER



**Historic centre of MILAN,**  
removal of graffiti with GRAFFITI REMOVER  
and protection of the base with ISOGRAFF.

**Preventive action**

Using the product on walls allows any defacing with graffiti or marker to be simply removed with hot water.

**Sacrificial action**

The product creates a superficial layer on the support that is easily removed by simply cleaning with water. The protective layer and the graffiti are simultaneously removed without solubilizing the graffiti and therefore without running the risk of spreading the pigment over the wall surfaces.

**Protective action**

The sacrificial barrier created by the product protects the surfaces by reducing the absorption of water, which is the cause of degradation of mineral-based substrates.

**Breathing action**

The product does not alter the breathability of the substrate.

**Anti-smog action**

The product is highly effective against dirt and smog, which are easily removed with hot water.

**Reversible action**

Unlike permanent anti-graffiti protective coatings, this product can be removed in a simple manner, thus allowing it to be a non-invasive and reversible application, especially with regard to cultural heritage and restoration.

**Application method**

The product can be sprayed or brush applied onto mineral surfaces or on surfaces treated with mineral or synthetic paints as long as they are solid. For crumbling stony or highly degraded materials, solidify the substrate with suitable products before applying ISOGRAFF. Graffiti is removed by pressure washing with hot water at 80°C. Hot water pressure washers that even work at low pressure can be used for easier removal. The product is removable and must therefore be reapplied after the graffiti has been removed.





The Colorificio San Marco has promoted and financed a very prestigious renovation intervention: the cleaning and protection of the interior part of the colonnade in Venice's St. Marks Square. The application of the anti-graffiti cycle has allowed the defacing to be completely eliminated and the successive protective treatment did not hide the action that time has had on the columns so that they remain in harmony with the rest of the square.



BEFORE



AFTER



**Procuratie Nuove,  
St. Mark's Square, VENICE,**  
removal of vandalistic writing with GRAFFITI  
REMOVER and protection with ISOGRAFF.



## Graffiti removal detergent

The traditional products used for removing paint from various substrates, from natural stone to artificial substrates, are dichloromethane based paint strippers. This substance is classified as toxic and an environmental pollutant. Decision No. 455/2009/EC of the European Parliament and of the Council of 6 May 2009 has for this reason forbidden the marketing and use of paint strippers containing more than 0.1% dichloromethane after December 6, 2011 for the general public, and after June 6, 2012 for professionals.

**GRAFFITI REMOVER** is a solvent based, dichloromethane-free gel with low environmental impact that the current European legislation indicates as being non-hazardous to the environment. It is quick and **easy to apply**. As a gel, the product does not run and provides **extended protection time** against any defacing by preventing the colorants from penetrating into the substrate compared to liquid detergents.

## Uses

The product can be applied onto unpainted natural and artificial stone substrates, cement and brick conglomerates. The product cannot be applied to surfaces decorated with paint products or to surfaces made of plastic.

## Application method

1 or more coats are applied until the paint product is completely eliminated. Apply a thick coat of product over the graffiti using a brush and let stand 20-40 minutes, then remove using the appropriate means (wire brush, scraper). Rinse with plenty of hot water.

The removal of the graffiti depends greatly on the porosity of the substrate: on smooth substrates such as marble and granite, cleaning is easy. Highly porous substrates are more difficult and may require repeat applications of the product in order to completely remove the graffiti. Tools and equipment are cleaned with water immediately after use.



# Application phases

## ANTI-GRAFFITI SYSTEM

All the intervention phases are described below:



1



Wall defaced by graffiti or markers

2



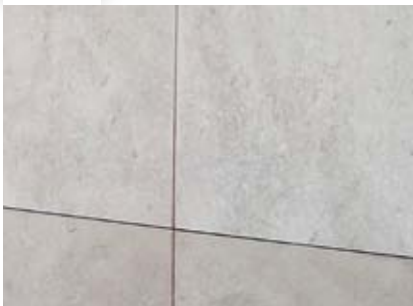
Application of GRAFFITI REMOVER detergent

3



Removal of the defacing using a wire brush and/or pressurized hot water

4



Surface cleaned of graffiti

5



Application of ISOGRAFF, sacrificial anti-graffiti protective coating

6



Successive soiling

7



Defacing of the wall

8



Simple removal of the graffiti with low pressure hot water

9



Re-application of ISOGRAFF, sacrificial anti-graffiti protective coating

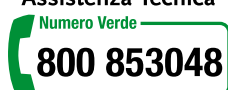




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watch over  
the history









remove the  
audience

