

WALL FINISHES

Pure Colour,
Perfectly Finished

SIMPLY[®]


SPECIALIZED
COATING SYSTEMS

Pure Colour Perfectly Finished.

FINISHES DESIGNED FOR DESIGNERS.

SIMPLY® Wall Finishes is a focused collection for interiors and facades where colour, sheen and surface quality are part of the design decision.

Formulated and manufactured in South Africa by Speccoats, part of Specialized Coating Systems, the range brings specification colour and considered finish behaviour into one architectural language. The collection is interior-led, with selected exterior and facade systems carrying the same discipline outside. It is built around the finishes designers reach for: silk-matt depth, velvet durability, low-sheen exterior continuity, fine facade texture and specialist surfaces that change how a room can work.

PURE COLOUR. PERFECTLY FINISHED



Flat-Matt - Interior + Exterior

LUX-MATT

SIMPLY® LUX-Matt is our premium flat matt pure acrylic wall finish for interiors and exteriors. Its dead-flat, perfectly smooth appearance delivers rich, even colour with no lamp sheen — the ideal foundation for architectural spaces that rely on depth, calm and clarity.

Formulated for all-weather performance, it resists chalking and colour fade while maintaining a uniform, low-reflective surface across large planes. LUX-Matt is the choice when colour becomes part of the architecture — quiet, enduring and beautifully consistent in any light.



RAL 9016
TRAFFIC WHITE



RAL DESIGN 090 90 05
MARZIPAN WHITE



RAL DESIGN 075 93 05
PLASTER WHITE



RAL DESIGN 000 65 00
MORTAR GREY



RAL DESIGN 000 45 00
ARCHITECTURE GREY



RAL 7016
ANTHRACITE GREY

Dead-Flat Mineral Matt · All Weather Performance

INTERIOR + EXTERIOR

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS



LUX-MATT

FEATURE WALL · RAL DESIGN 000 65 00 · MORTAR GREY

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS

INTERIOR + EXTERIOR

04

Velvet Sheen • Interior Only

LUX-VELVET

SIMPLY® LUX-Velvet is our premium velvet sheen pure acrylic finish for interiors that need both elegance and practicality. Its soft sheen lifts colour, adds a refined luminosity and reveals the depth of our RAL palette without glare.

The surface is smooth and washable, resisting marks and polishing while remaining gentle to the eye in natural and artificial light. LUX-Velvet is ideal for living spaces, hospitality interiors and premium commercial environments where a touch of sheen enhances the design without dominating it.



RAL DESIGN 090 90 05
MARZIPAN WHITE



RAL DESIGN 075 93 05
PLASTER WHITE



RAL 7044
SILK GREY



RAL DESIGN 240 80 10
LIGHT TOPAZ



RAL DESIGN 110 70 10
CHINESE TEA GREEN



RAL 5008
GREY BLUE

Velvet Sheen • Washable • Interior Elegance

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS

INTERIOR

05



LUX-VELVET

FEATURE WALL · RAL 7044 · SILK GREY

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS

INTERIOR

06

Low Sheen • Interior + Exterior

LUX-SHEEN

SIMPLY® LUX-Sheen is our premium low sheen pure acrylic finish for interiors and exteriors where a soft, cleanable surface is required. The subtle sheen reflects light gently, giving colour a natural, refined presence without shine. Durable, washable and easy to maintain, it is designed for high-traffic spaces and building exteriors that demand long-term performance with quiet sophistication.

LUX-Sheen provides a versatile balance between depth and practicality across a wide range of architectural applications.



RAL 9010
PURE WHITE



RAL 9001
CREAM



RAL 7032
PEBBLE GREY



RAL 5008
GREY BLUE



RAL 7016
ANTHRACITE GREY

Low Sheen • Washable • Interior + Exterior

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS



INTERIOR + EXTERIOR

07

A photograph of a modern, minimalist building with a smooth, light-colored facade. The building features large, dark-framed windows and a small, square wall-mounted light fixture. The scene is set against a backdrop of a sunset or sunrise, with warm orange and yellow light illuminating the sky and the building's surfaces. The foreground shows some low-lying vegetation.

LUX-SHEEN

SMOOTH FACADE · RAL 7032 · PEBBLE GREY

INTERIOR + EXTERIOR

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS

Specified In RAL. Because Your Drawings Are

THE RAL COLLECTION

COLOUR STATEMENTS



1019
GREY BEIGE



8025
PALE BROWN



3009
OXIDE RED



6021
PALE GREEN



RAL DESIGN 110 70 10
CHINESE TEA GREEN



RAL DESIGN 240 80 10
LIGHT TOPAZ



5008
GREY BLUE

SUGGESTED SCHEMES

WARM MINIMAL



MARZIPAN
WHITE



PLASTER
WHITE



MORTAR ANTHRACITE
GREY



ANTHRACITE
GREY

BUSHVELD MODERN



WINTER
WHITE



CHINESE
TEA GREEN

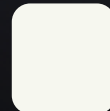


STONE
GREY



ONYX
BLACK

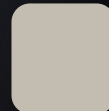
COASTAL CALM



PURE
WHITE



LIGHT
TOPAZ



SILK
GREY



GREY
BLUE

Colour Reproduction Indicative; Confirm On Painted Sample.

RAL COLOUR COLLECTION

WHITES & SOFT NEUTRALS



9016
TRAFFIC WHITE



9010
PURE WHITE



1013
OYSTER WHITE



RAL DESIGN 000 90 00
WINTER WHITE



RAL DESIGN 090 90 05
MARZIPAN WHITE



RAL DESIGN 075 93 05
PLASTER WHITE

GREIGE & STONE



7044
SILK GREY



7032
PEBBLE GREY



7030
STONE GREY



7006
BEIGE GREY

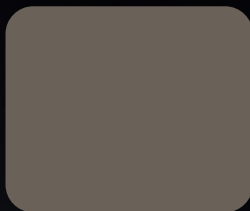


RAL DESIGN 000 75 00
MARBLE GREY



RAL DESIGN 000 65 00
MORTAR GREY

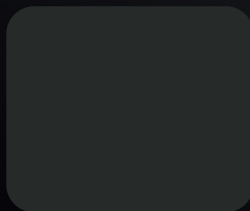
DEEP ARCHITECTURAL GREYS



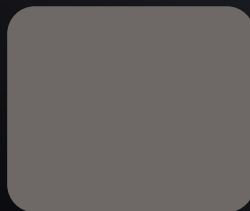
7039
QUARTZ GREY



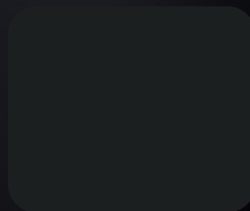
7016
ANTHRACITE GREY



7021
BLACK GREY



RAL DESIGN 000 45 00
ARCHITECTURE GREY



RAL DESIGN 000 25 00
ONYX BLACK

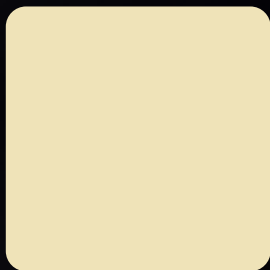
Colour Reproduction Indicative; Confirm On Painted Sample.

RAL COLLECTION

Silk-Matt Finish For Humid Rooms

KITCHENS & BATHROOMS

SIMPLY® Kitchens & Bathrooms carries the collection's restrained silk-matt language into kitchens, bathrooms and other humid interiors. Its surface keeps walls visually calm beside tile, stone, metal and reflective fittings, while the curated palette moves easily from warm off-whites to mineral greiges and controlled darker accents. A composed wall finish for humid rooms, specified with the same attention as every other surface.



RAL DESIGN 090 90 05
MARZIPAN WHITE



RAL DESIGN 160 90 05
WATER COLOUR WHITE



RAL DESIGN 000 90 00
WINTER WHITE



RAL DESIGN 240 80 10
LIGHT TOPAZ

Silk-Matt · Wipeable · Made for Humid Rooms

INTERIOR

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS



KITCHENS & BATHROOMS

FEATURE WALL · RAL DESIGN 16 90 05 · WATERCOLOUR WHITE

Texture + Matt Depth + Quiet Engineering

FACADE SYSTEMS

Three finishing coats for exterior walls, each engineered for a different job. WeatherTex textures and protects. HydroGuard® Pro sheds water and breathes. LeakSeal® Elastic moves with the building. The engineering is the finish.



WEATHERTEX COARSE

A coarse-textured pure acrylic finishing coat for exterior masonry. Its aggregate grain masks substrate imperfections and weathers with grace. Also available in Fine and Granular textures



HYDROGUARD® PRO

A silicone-resin façade paint with hydrophobic technology. Rain beads and sheds off the surface while the wall stays breathable beneath a refined matt finish.



LEAKSEAL® ELASTIC

A UV cross-linking elastic waterproof wall coating in a low sheen finish. Applied at just 0.4mm, it stretches across hairline cracks and building movement — keeping water out without changing the architecture

The Engineering Is The Finish

FACADE

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS



FACADE

WEATHERTEX FINE + HYDROGUARD® PRO

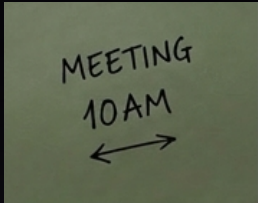
FACADE

A Wall That Works Differently

WRITE ERASE

SIMPLY® Write Erase turns any painted wall into a full-height writable, erasable surface — a clear, water-based gloss coating applied over the colour of your choice. The architectural advantage is scale: ideas are no longer confined to a framed board. A studio wall can carry a plan, a meeting room a working session, a home workspace can shift from surface to thinking space — and when the writing is wiped away, the wall returns to its colour, not to white. A specialist clear finish that lets the wall keep its design role while performing another.

WORKS OVER ANY COLOUR



GREEN



ANTHRACITE



WHITE

DRAW. DISCUSS. ERASE. THE COLOUR STAYS.
Finish · Water-Based · Interior Use · Refer Preparation Guide

SPECIALIST FINISH

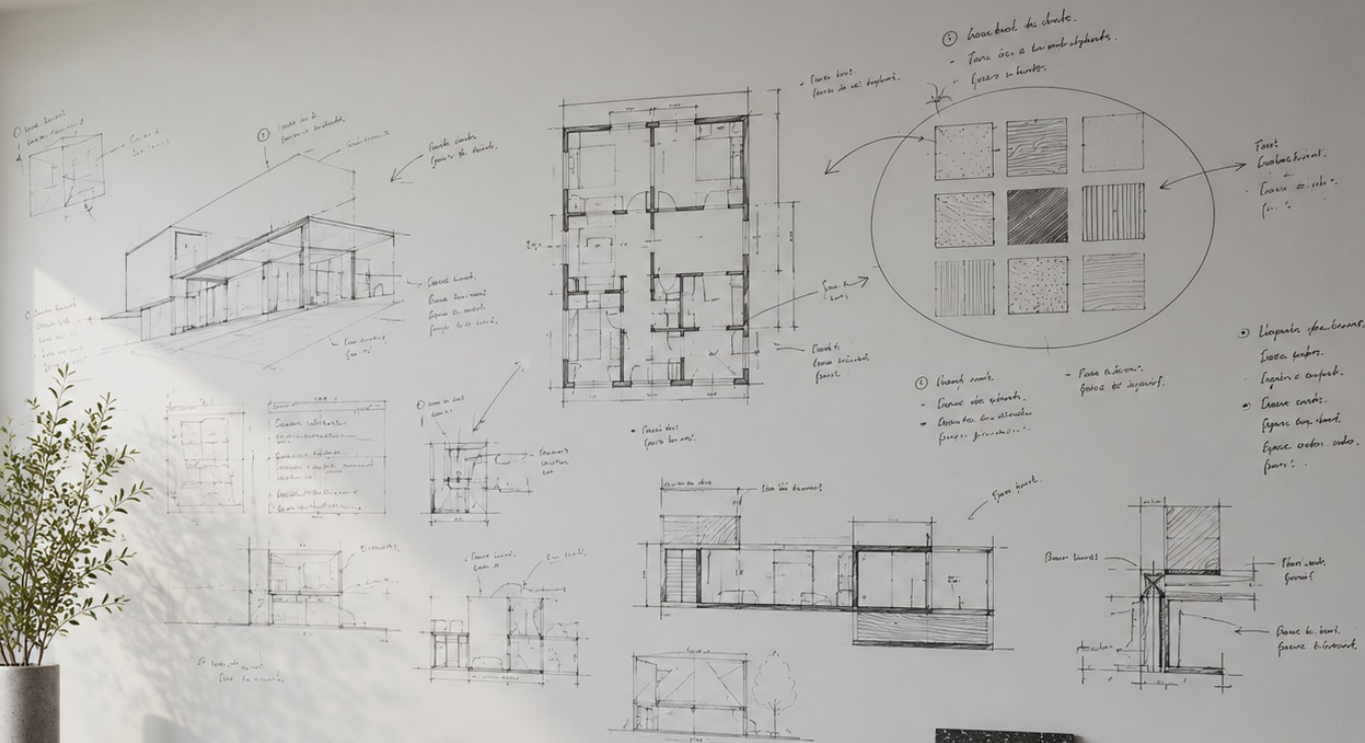
SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS

WRITE ERASE

FULL HEIGHT WRITABLE WALL · CLEAR GLOSS FINISH

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS

SPECIALIST FINISH



The Finish Starts Below The Finish

PREP + PRIME + PAINT

A complete wall-finishing system begins below the finish. Prepare the substrate, prime for the condition, then apply the selected topcoat from the SIMPLY® wall-finishes range.

1 • PREPARE

SURFACEREADY® WHITE CEMENT WALL PUTTY

White cement-based putty for filling and smoothing masonry to a fine, paintable finish.

SURFACEREADY ACRYLIC READYMIX FILLER I/E

Ready-to-use fibre-reinforced filler for cracks, holes and defects, interior and exterior.

SURFACEREADY ACRYLIC READYMIX SKIM COAT

Ready-to-use skimming compound for filling cracks and creating smooth wall surfaces.

SURFACEREADY CEMENT SKIM COAT 2K

Polymer-modified cement skim with no shrinkage, for walls, ceilings and columns.

SURFACEREADY® FILLER COAT

High-build acrylic filler coat that smooths primed surfaces and covers old colours.



2 • PRIME

SIMPLY® PLASTER PRIMER WB

Water-based primer sealing new and existing masonry before acrylic wall paints.

SIMPLY® PLASTER PRIMER SB

Solvent-based alkali-resistant white primer that penetrates and binds friable substrates.

SIMPLY® DAMP PRIMER SB

For damp masonry: equalises absorption, blocks alkali, consolidates chalky coatings.

DEEP PENETRATING PRIMER WB

Colloidal acrylic primer for sealing and binding porous, dense or dusty substrates.

SIMPLY® BONDING LIQUID SB

Penetrating binding coat for porous, friable or chalky surfaces before painting.

SIMPLY® TILE PRIMER WB

Adhesion primer for ceramic tiles, enabling direct painting over tiled surfaces.



3 • PAINT

SIMPLY® LUX-MATT

Premium pure acrylic matt wall paint for interiors and exteriors.

SIMPLY® LUX-VELVET

Premium pure acrylic velvet-sheen paint with superior stain resistance and washability.

SIMPLY® LUX-SHEEN

Premium pure acrylic low-sheen paint with weather resistance and washability.

SIMPLY® KITCHENS & BATHROOMS

Durable silk-matt acrylic enamel for kitchens, bathrooms and humid interiors.

SIMPLY® WEATHERTEX (FINE • COARSE • GRANULAR)

Textured acrylic wall coatings for weather-resistant exterior masonry.

SIMPLY® SATINGLO NON-DRIP WB

Water-based non-drip satin enamel for doors, trims and woodwork.

HYGIENE+ TOPCOAT ACRYLIC

Low-odour 1K pure acrylic hygienic topcoat for occupied, emission-sensitive interiors.

HYGIENE+ TOPCOAT ULTRA

Single-component polyurethane hygienic topcoat: PU cleanability without mixing.

HYDROGUARD® PRO WALL PAINT

Silicone-resin façade paint with hydrophobic water repellency and matt finish.

LEAKSEAL® ELASTIC WALL COATING

UV cross-linking elastic waterproof wall coating, low sheen, applied at 0.4mm.

SIMPLY® WRITE ERASE

Clear water-based gloss coating that turns any painted wall into a writable surface.

One Manufacturer, From Putty To Finish.

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS

Beyond The Collection

THE WIDER SIMPLY® RANGE

Beyond the specification collection, the SIMPLY® range covers everyday interior and exterior painting, decorative textures and specialist surfaces — all formulated and manufactured in South Africa by Specialized Coating Systems.

EVERYDAY WALLS

SIMPLY® WALL-MATT

Standard-quality matt wall paint for everyday interior and exterior painting.

SIMPLY® WALL-SHEEN

Standard-quality low-sheen wall paint with improved washability.

SIMPLY® SUPER ACRYLIC WALLS & CEILINGS

High-whiteness matt acrylic with excellent coverage and scrub resistance.

SIMPLY® HANDY-MATT

Small-format matt wall paint for touch-ups and quick projects.

SIMPLY® STICK TO EVERYTHING PAINT

Multi-surface adhesion paint bonding to cement, tiles, wood, metal and hard plastics.

DECORATIVE & SPECIALIST

SIMPLY® RIPPLE

Textured acrylic wall paint creating a distinctive ripple-pattern finish.

SIMPLY® STUCCO MARBLE PLASTER

Venetian-style marble plaster for polished, luxurious decorative walls.

SIMPLY® STUCCO WAX SEALER

Protective wax sealer that polishes and seals Stucco Marble Plaster.

SIMPLY® METAL & RUST

Water-based rust-converting primer and finish for metal roofing and cladding.

SIMPLY® ROOF ARMOUR

Durable pure acrylic low-sheen roof paint with weather and acid-rain resistance.

Hand-applied decorative textures continue in the DecorPlast® collection.

SIMPLY® WALL FINISHES by SPECIALIZED COATING SYSTEMS

WALL FINISHES

Pure Colour,
Perfectly Finished

Pure Colour
Perfectly Finished.

SIMPLY[®]

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