

## PICTOGRAMS

We use standard pictograms to create a consistent brand appearance worldwide. The following pages include all pictograms, examples of their use and explanations of design variations.



# QUARZG

Schnelltrocknende Haftgrundierung mit Quarzsand  
Fast-drying bonding primer with silica additive  
Primaire de fixation à séchage rapide avec du quartz

15 kg



Knauf Meister  
Knauf im Innen  
Knauf Gips-AB  
Tel.: +49 91 31 123  
\*Anbieter, die in der  
oder "Handbuch"  
abgegeben werden  
Europäische Union  
Europäische Union  
Catalogue de produits  
Wassergefährdungsk  
Wasser-Gefährdungsk  
Classé de danger

**Schnelltrocknende Haftgrundierung mit Quarzsand**  
**Fast-drying bonding primer with silica additive**  
**Primaire de fixation à séchage rapide avec**








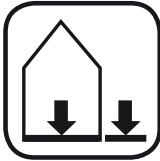










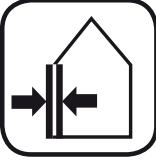










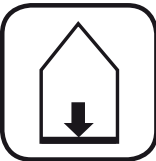
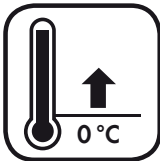





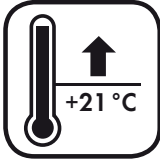




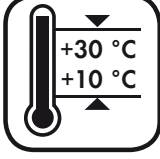
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### 3.1 OVERVIEW

Product/Material features							Application				
	Acoustics		Flexible, shapeable, curved application		Water pollution class		100% Water resistant		Processing only inside		Processing floor inside and outside
	Sound insulation		Suitable for moist rooms		Surface finishing Q1		Impact resistant		Processing only outside		Suitable for floor heating
	Lightweight		Suitable for wet rooms		Surface finishing Q2		Mold resistant		Processing inside and outside		Suitable for wall heating (referring to plasters)
	Fast installation		Thermal insulation		Surface finishing Q3		UV resistant		Processing ceiling inside	Conditions for use/ instructions for use	
	Easy installation		Bullet-proof		Surface finishing Q4		VOC-free		Processing floor inside		Deepest processing temperature
	Convenient format		Product-Code (GISBAU)		Fire protection		Contains no cellulose		Processing floor outside		Deepest processing temperature
	X-Ray protection		European waste catalogue		Water resistant		Contains no wood shavings				Process at temperatures between 10 °C and 30 °C

### 3.1 OVERVIEW

 approx. 60 min	Processing time approx. 60 min		Wear mask if formation of dust		Layer thickness		No ventilation or protect from ventilation	 + H <sub>2</sub> O 5-30 °C	Temperature of water for mixing should be within 5-30 °C	Application methods	
 max. 15 min	Maximal interruption	 disinfect	Disinfect		Smooth		No ventilation or protect from ventilation	 + SAND 1:25	Mixture ratio		Apply with trowel
 max. 85%	Highest proces- sing humidity	 24 h ✓	Passable after 24 h		Structure		Do not mix by hand		Mix with ladle		Apply with notched trowel
 min. 10%	Lowest proces- sing humidity	 kg 24 h ✓	Loadable after 24 h	 protection	Protect metal/ steel elements from corrosion	Preparation of material			Mix before usage		Apply with knife
 Wear protective cloths	Wear protective cloths	 10-15 mm	Application thickness	 glue	Correct glue application	 + H <sub>2</sub> O max. 1:1	Mixture ratio		Mix before usage for xx min		Rolling
 Wear protective glasses	Wear protective glasses	 10-15 mm	Application thickness		Joint tape	 + H <sub>2</sub> O max. 3%	Maximal addi- tion of water		Mix before usage for xx min		Paint, whiten, brushing
 Wear protec- tive glasses and gloves	Wear protec- tive glasses and gloves	 1,3 l 38-43 cm	Recommended spread 38-43 cm (determined using a consistence checking tin 1.3 l on an even, non- absorbent surface)	 dust	No dust (refer- ring to sanding e.g. finishing compounds)	 + H <sub>2</sub> O approx. 20l/30kg	Water addition to material		Do not reduce		Shake

# 3.1 OVERVIEW

 <div>airless</div>	Spray with Airless	Rework, drying, re-applying			Protect from direct sunlight
 <div>air support</div>	Spray with air support	 <div>drying</div> <div>min. xx h</div>	Minimum dry time in hours		Protect from rain
 <div>G4 D6-3</div>	Apply mechanically		Ventilation		Protect from rain and direct sunlight
Quantity details		Cleaning			Protect the environment
 <div>xx kg</div> <div>xx m²/xx mm</div>	Concrete yield/ Finishing coat yield/Glue yield		Can be rinsed out with water		Frost protection
 <div>300 g/m²</div>	Quantity/mini- mum application in g/m²	Durability/Storage life		Observe technical information	
		 <div>12 mths.</div>	Minimum durability		Technical information
		 <div>min. +5 °C</div>	Storage at min. +5 °C		

## 3.2 COLOUR CODING/DESIGN VARIATIONS

All design variations are available for use – depending on implementation area. They highlight product features and application areas and can be used for both marketing purposes (e.g. brochures, advertising material, website) and packaging.



### PACKAGING

**Black**

**Primary implementation area:**  
Packaging (packs, buckets, tubes etc.)  
**Secondary implementation area:**  
technical brochures and simple  
b/w advertising material

**COLOURS:**

■ black: 0C, 0M, 0Y, 100K  
■ white



### PACKAGING & MARKETING

**Blue**

**Primary implementation area:**  
Packaging (packs, buckets, tubes etc.)

**Secondary implementation area:**  
For marketing purposes and advertising  
material as an alternative to the 'silver'  
version

**COLOURS:**

■ blue: 100C, 0M, 0Y, 0K  
■ white



### MARKETING

**Silver: Linear run**

**Implementation area:**  
Marketing activities, communication  
material (e.g. folders, website, billboards,  
trade fairs etc.)

**COLOURS:**

■ blue: 100C, 0M, 0Y, 0K  
■ silver: Linear run -45°

PACKAGING

MARKETING

### 3.3 APPLICATION AREAS/EXAMPLES

A brief overview of communication tools in which various pictogram designs can be used.





## 3.3 PACKAGING APPLICATION AREAS



black positive



blue positive





## 3.3 PRINT APPLICATION AREAS



silver



blue positive



BROCHURES

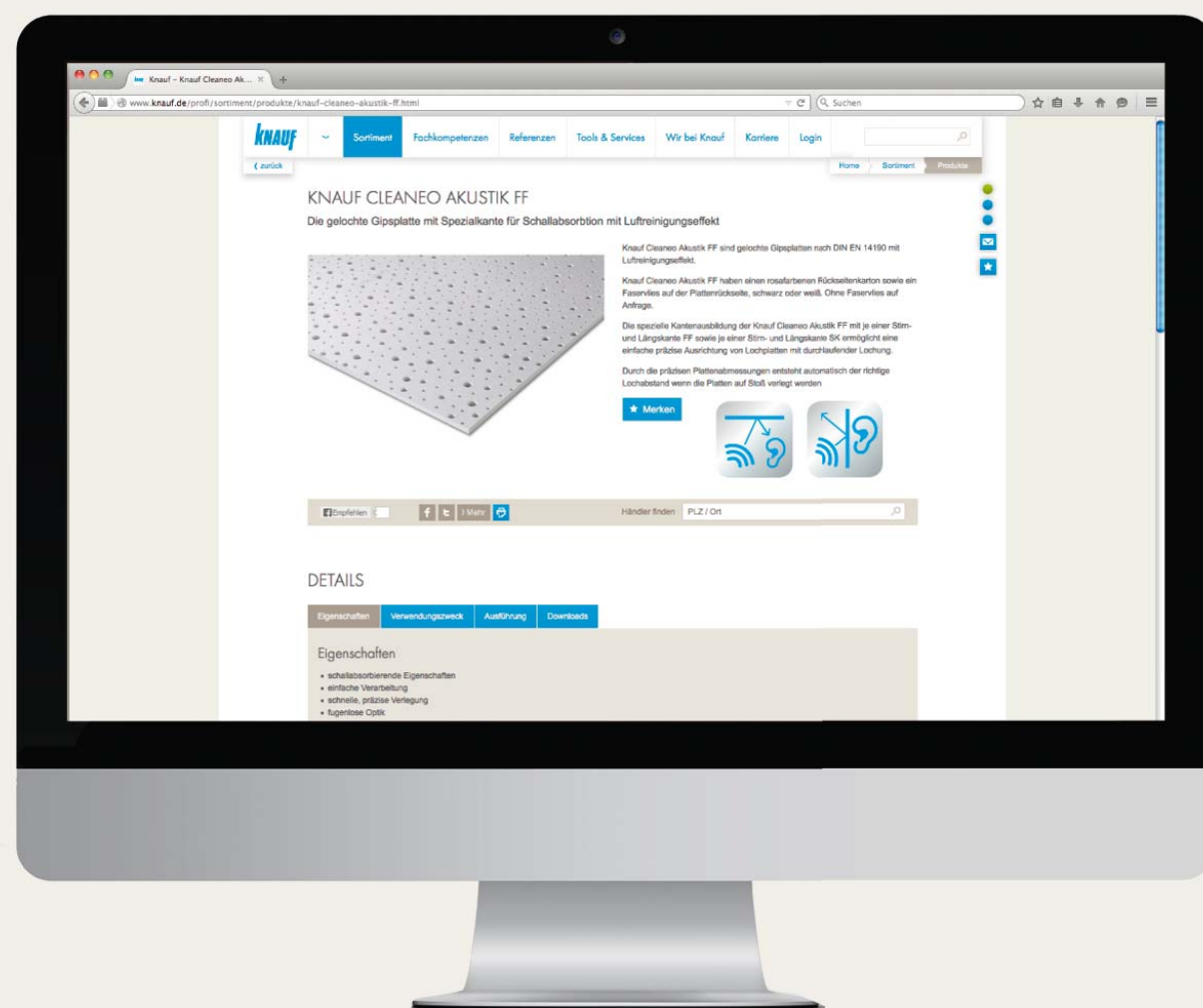


ADVERTISEMENT



TRADE FAIR

## 3.3 WEB APPLICATION AREAS



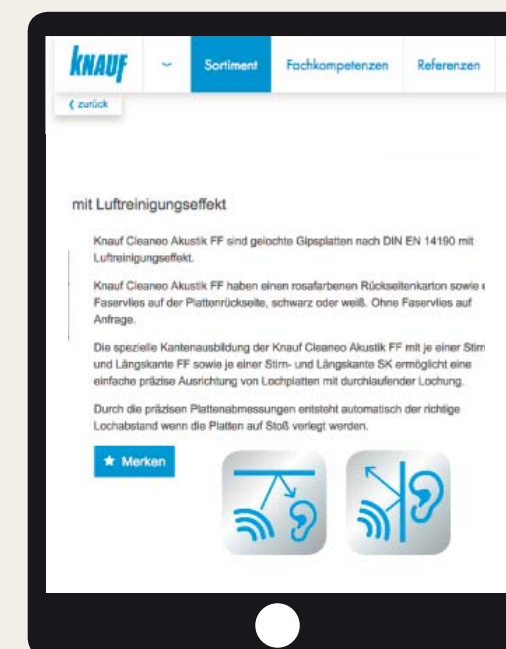
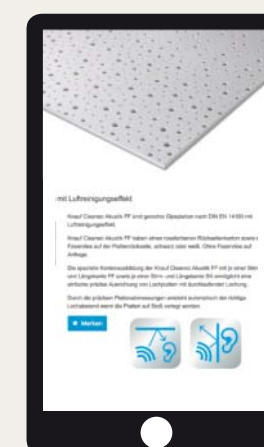
PC



silver



blue positive

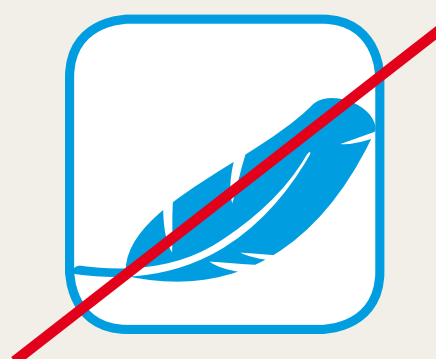


MOBILE

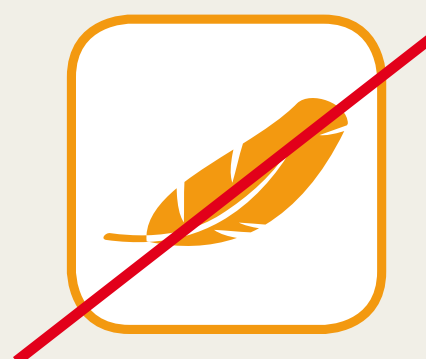
### 3.4 NON-CD-COMPLIANT EXAMPLES



ORIGINAL



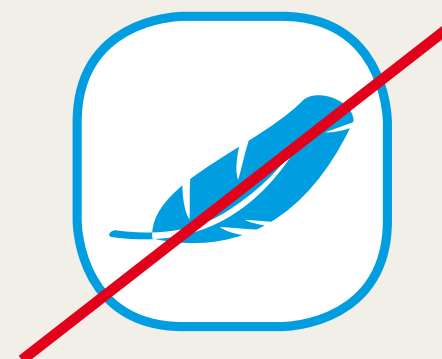
CHANGE  
PROPORTIONS



CHANGE  
COLOUR



SKEW



CHANGE  
SHAPE



CHANGE  
CONTENT



MIRROR



## 3.4 NON-CD-COMPLIANT EXAMPLES



MIX DIFFERENT  
DESIGN VARIATIONS



SILVER PICTOGRAMS  
ON PACKAGINGS

## 3.5 COUNTRY-/LANGUAGE VERSIONS/CONTACT

### Translations in different languages

You can translate the words in the pictograms into your own language.  
To do so, please use the open InDesign/Illustrator data supplied for the purpose.

**Please note: Only texts may be adjusted, design changes to the pictograms**  
(see 3.4. „Non-CD-compliant examples“) **are not permitted.**

If you have any questions or are not sure that your adjustments comply with the CD, please contact  
**Lang.Anna@knauf.de**. Please notify us of your text adjustments so that colleagues in your country  
can also use the translations.

### A certain pictogram is missing?

If so, please get in touch with us directly.  
We will produce the required pictogram as quickly as possible.

### CONTACT:

**Anna Lang**  
tech. Product Management Knauf Group  
Project Management and Communication

**Lang.Anna@knauf.de**  
Phone +49 9323 31 3877  
Fax +49 9323 31 1164