GREENGUARD

PRODUCT CERTIFIED FOR
LOW CHEMICAL EMISSIONS
UL.COM/GG
UL 2818

GOLD

PUT DOWN THE MARKERS

AND NO ONE GETS HURT

DON'T WRITE ON THIS WALL UNTIL

FILL IN THE DATE 7 DAYS FROM COMPLETION OF PAINTING.

REV031718

CREATE CLEAR INSTALLATION INSTRUCTIONS

For an installation video guide visit **www.ideapaint.com/help.**

READ FIRST - IMPORTANT TIPS

- **DO NOT STRETCH PAINT BEYOND SURFACE AREA INDICATED ON THE BOX. DOING SO WILL REDUCE PRODUCT PERFORMANCE.**
- When measuring the space to be painted, height x width = square footage.
- Be sure to apply your IdeaPaint with the supplied roller. Any alternatives (unless suggested by IdeaPaint) will not be covered under the warranty.
- For best results, the surface should be as smooth as possible.
- IdeaPaint dries quickly. Install it in 50 square foot sections, following the instructions detailed in STEPS 06-07.
- Use good lighting in order to ensure even coverage.
- IdeaPaint is available in different formulas, do not mix them. For more information call 617.714.1050.

SYSTEM RECOMMENDATIONS - FOR BEST PERFORMANCE

- Do not apply CREATE products over oil or alkyd based topcoats or primers. These will cause yellowing to occur.
- For any installation of CREATE Clear: Latex topcoats should have an eggshell, satin, semi-gloss, or gloss finish. Semi-gloss and higher sheen topcoats will assure the best dry erase performance. If base coat paint has a flat or matte finish, or if finish is unknown and could potentially be flat or matte, use a preferred clear primer/sealer. Apply 1 coat of preferred clear primer*, such as: IdeaPaint Clear PRIMER, Zinsser BIN Clear Primer, or Kilz Klear Primer.
  *For a complete list of our preferred primers, visit http://learn.ideapaint.com/preferred-products.
- CREATE CLEAR should be applied over a 100% acrylic topcoat. DO NOT use topcoats containting vinyl, oil or alkyd. Please see our preferred paints and primers list.
- If applying CREATE over a 100% acrylic topcoat: CREATE can be applied either over a layer of primer/sealer (best recommendation) or directly onto the acrylic topcoat.
- If applying CREATE Clear over a topcoat that is not 100% acrylic (i.e. vinyl) or if the paint type is unknown: it is recommended to first apply 1 coat of a recommended primer/sealer and let cure for 24 hours prior to the application of CREATE Clear.
- Primer and new latex topcoats must dry at least 24 hours prior to applying IdeaPaint.

By purchasing IdeaPaint's product you are agreeing to our Terms & Conditions, which can be found at www.ideapaint.com/terms.

01 PREP

IdeaPaint will only be as smooth as the surface you apply it to. Repair any divots, scratches, or bumps on the wall by filling them with spackle or joint compound. If the wall is textured, sand it smooth – or, for heavy texture, skim the wall with joint compound.

Use painter's blue tape (3M Multipurpose preferred) to tape off the area. Clearly define the area to be painted and DO NOT stretch the product beyond the square footage listed on the box. To capture any drips, use two strips of tape to widen the protection at the bottom of your surface.

When complete, wipe the surface down with a clean, damp or dry cloth to prevent debris and dust from getting caught in the surface during application.

Tips for best performance:
Because IdeaPaint is a high gloss paint, surface imperfections can be magnified.

02 PRIME / PAINT

For applications over substrates other than drywall, view our substrate specific guide **http://www.ideapaint.com/help.**

CREATE Clear performs best over a latex base coat with an eggshell, satin, semi-gloss, or gloss finish. If base coat paint has a flat or matte finish, or if finish is unknown and could potentially be flat or matte, then apply 1 coat of a preferred clear primer*: IdeaPaint Clear PRIMER, Zinsser BIN Clear Primer, or Kilz Klear Primer. Allow primer to dry for 24 hrs.

Create CLEAR should be applied over a 100% acrylic topcoat. DO NOT use topcoats containting vinyl, oil or alkyd. Please see our preferred paints and primers list.

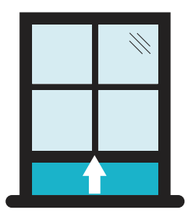
If changing the color of your wall or applying to a surface that is not already painted, prime using one of our preferred primers, such as: IdeaPaint PRIMER, Sherwin-Williams Multi-Purpose, PPG Seal Grip, Glidden Gripper, or Kilz Premium Primer. Then apply 2 coats of a 100% acrylic topcoat*. DO NOT use topcoats containing vinyl, oil, or alkyd. Please see our preferred paints and primers list. Paint should have an eggshell, satin, semi-gloss, or gloss finish.

*For a complete list of our preferred primers and base coat paints, visit: **http://learn.ideapaint.com/preferred-products.**

03 VENTILATE

Open windows, doors and HVAC system to 100% air exhaust to ventilate the area and aid in curing and drying.

If you have to use a fan, avoid pointing it directly at the surface being painted.



04 PROTECT

Use painter's tape to mask surfaces and edges you do not want painted.

IMPORTANT: After application, be sure to remove tape while paint is still wet.

CREATE is a low viscosity paint. To minimize drips, avoid applying too much pressure to the roller during application.

Wear protective eye-wear and gloves. Follow additional safety precautions according to the IdeaPaint Safety Data Sheet found on **ideapaint.com/help**.

05 MIX

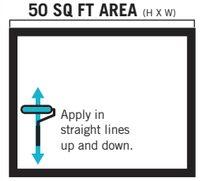
Do not shake cans.

Pour **THIS** into **THAT** and stir thoroughly for 2 minutes.

DO NOT mix more than 200 sq. ft. of IdeaPaint at one time.

Once IdeaPaint is mixed, you have **1 HOUR** to apply.

06 APPLY: LAYER 1



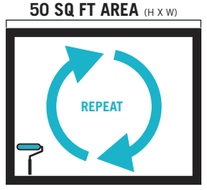
When installing IdeaPaint, apply the product 50 sq. ft. at a time. Do not stretch the product beyond the square footage denoted on the box. When applying more than 50 sq. ft., mark every 50 sq. ft. on your drop cloth with a piece of tape, for reference.

Using a 4" foam roller, cut in the edges, sockets and switches within your working section.

IdeaPaint CREATE is applied in a two "wet layer" process. Apply the first layer of IdeaPaint over the first 50 sq. ft. The first layer should be a thin, consistent coat (using approximately ½ of the paint allotted for that section).

Once you have rolled out the 50 sq. ft., STOP and allow 3-5 minutes for this layer of IdeaPaint to bite on to the wall. During this time, if you are applying more than 50 sq. ft. you can cut in edges, socket & switches in your next 50 sq. ft.

07 APPLY: LAYER 2



After waiting 3-5 minutes go back to the beginning of the working section and apply a second layer. This will "build" the appropriate thickness for optimal performance

While applying your second layer, be sure to eliminate all sags and roller marks as they occur using light pressure.

IdeaPaint dries quickly. Avoid "over-working" or "touching up" an area once you've moved on to subsequent sections. Once it's on the wall, IdeaPaint CREATE can be "worked" or "touched up" for 15-20 minutes.

For larger-scale installations, replace the roller cover after every 100 sq. ft. of product applied.

08 WAIT

Once finished, remove tape immediately while IdeaPaint is still wet and clean up. If you are unable to remove tape before IdeaPaint dries, score the edges with a razor blade before removing the tape. Use Acetone to clean any drips onto unintended surfaces. If you get IdeaPaint on your hands, wash them with soap and water.

CREATE Clear has a 7-day cure time.

09 WRITE

After the initial 7 day cure period it is safe to use any standard dry erase marker on the new surface.

We recommend IdeaPaint Dry Erase Markers. If you don't have any on hand, Expo Low Odor works well too. Otherwise, test the erasability of your marker of choice in a small area before use on the entire wall.

DO NOT USE Expo pink dry erase markers or red dry erase crayons.

10 USE & CARE: MAINTAIN

IdeaPaint surfaces should be erased regularly with IdeaPaint Erasers.

Avoid build-up over time and extend the life of your IdeaPaint surfaces by regularly using IdeaPaint Cleaner Spray and Microfiber Cleaning Cloths. Walls should be cleaned weekly.

If your walls are heavily used or have stuck on markers that IdeaPaint's standard Cleaner cannot remove, then use IdeaPaint's Marker Blaster Spray to bring life back to your walls.

For more details, refer to our Use & Care Guide at ideapaint.com/help.