



IdeaPaint HOME White

Interior Dry Erase Paint

Gloss Finish

As of 06/03/2021, complies with:	
CARB	LEED 09 CI
SCAQMD	LEED 09 NC
California 01350	LEED 09 CS
LEED v4 H	LEED v4 IDC

The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of IdeaPaint, Inc. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your IdeaPaint representative to obtain the most recent Product Data Sheet.

<u>CHARACTERISTICS</u>	<u>TECHNICAL DATA</u>	<u>SPECIFICATIONS</u>
<p>IdeaPaint HOME White is a professional quality dry erase coating for use walls and other smooth surfaces. For best performance, apply HOME White over a recommended high quality architectural grade 100% acrylic topcoat paint with eggshell, satin, semi-gloss or high gloss finish. If base coat paint does not have a semi-gloss or gloss finish, use a preferred clear primer. Recommended primers and topcoat paints can be found at https://ideapaint.com/pages/installation-and-specs</p> <p>A level 5 drywall finish is required for best performance.</p> <p>It is recommended that the wall surface to which the IdeaPaint is applied be a minimum of 60°F, maximum 90°F for at least 12 hours prior to, and 24 hours after, installation. Verify that the wall moisture content does not exceed 4% using a suitable moisture meter, and that active moisture infiltration, condensation, and/or accumulation—particularly in warm, humid climates—is not present. If walls show mold, mildew or visible moisture damage, or if moisture content exceeds recommendations, do not proceed with installation until the condition has been fully corrected under the direction of a qualified professional. ICP Building Solutions Group will not be responsible for any performance or quality issues if moisture problems are not addressed before, during or following installation.</p>	<p>Color: White Spread Rate: 14-15 g/sq. ft. Wet Film Thickness: 4-5 mils Drying Time: Touch: 3-4 hours at 72F, 50% RH Potlife: 1 hour Finish: 66.8 @ 85 degree Flash Point: 200°F (>93.9°C) Vehicle Type: Epoxy-Silane VOC: <50 g/L Part A and B mixed (less exempt solvents as packaged) EPA Method 24 Weight Solids: 98 % +/- 2 Part A, 40% +/- 2% Part B Volume Solids mixed: 47.3% Weight per Gallon: 12.18 lbs/gal Part A, 8.14 lbs/gal Part B</p> <p>Shelf Life of Unopened Container: 24 months from manf. date on bottom of can.</p> <p>Note: Transport/storage must be maintained above at a temperature between 40°–90°F. Allow to equilibrate at 70F +/- 10F for 48 hours before using.</p> <p>A tray with a disposable liner with lines (not the bubble kind) is recommended for best application. DO NOT USE A BUCKET WITH A SCREEN, THAT WILL INTRODUCE AIR AND HOME BUBBLES!</p>	<p>Dry Wall</p> <p>If changing the color of the wall: (provides best performance)</p> <p>1ct. recommended primer: IdeaPaint White PRIMER, Sherwin-Williams Multi-Purpose, PPG Gripper, Kelly Moore Kel Bond 295, Vista Paint Carefree Prime- Zall, Kilz Premium, Ben Moore Fresh Start 046 or Dulux Trade Super Grip Primer (UK/EU only).</p> <p>2 cts. recommended high-quality architectural grade 100% acrylic topcoat paint with a semi-gloss or gloss finish: California Paints Fresh Coat Premium Interior Paint & Primer or Ultra Aquaborn Ceramic Interior Paint, Sherwin-Williams Solo, Duration, Harmony or Emerald, PPG Manor Hall or Pure Performance, Ben Moore Regal, Behr Ultra, Kelly Moore Durapoxy 1685 or Acryplex 1650, Vista Paint 8400 Carefree, Valspar Signature or Dulux Trade Diamond (UK/EU only). A 100% acrylic topcoat is recommended. DO NOT use topcoats containing vinyl, oil or alkyd.</p> <p>2 cts. wet-on-wet IdeaPaint HOME White, applied according to the manufacturer's instructions.</p> <p>If applying HOME White over new construction/new unprimed drywall, any previously painted surface with PVA or vinyl, oil or alkyd, flat, eggshell or matte paint...</p> <p>2 cts. recommended white primer: IdeaPaint PRIMER, Sherwin-Williams Multi-Purpose, PPG Seal Grip, PPG Gripper, or Kilz Premium Primer.</p> <p>2 ct wet on wet layer. IdeaPaint HOME White, applied according to the manufacturer's instructions. If you are installing HOME White over a substrate other than drywall, visit www.ideapaint.com/help or email install@ideapaint.com.</p>



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SURFACE PREPARATION

Dry Wall

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 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.

Wipe the surface down with a clean cloth to prevent debris.

HOME White performs best over a 100% acrylic base coat with a semi-gloss or gloss finish. Do not apply over an flat or matte finish. If base coat paint does not have a semi-gloss or gloss finish, apply 1 coat of preferred clear primer. Allow primer to dry for 24 hrs.*

*A complete list of our recommended primers and base coat paints can be found at <http://learn.ideapaint.com/preferred-products>.

ADDITIONAL PREPARATION

Open windows, doors and HVAC system to 100% air exhaust to ventilate the area. If you have to use a fan, avoid pointing it directly at the surface being painted.

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.

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

Do not shake cans. Pour THIS into THAT and stir thoroughly or 3 minutes.

DO NOT mix more than 200 sq. ft. of IdeaPaint at one time. Once IdeaPaint is mixed, you have 1 HOUR to apply.

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

When applying more than 50 sq. ft., mark every 50 sq. ft. on your drop cloth with a piece of tape for reference.

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

APPLICATION

Comply with manufacturers printed installation instructions. Mix components in strict accordance with manufacturer's instructions. Pot life is 1 hour maximum.

--Apply dry erase coating with specified roller only. Comply with the following:

1. Apply 2 cts. wet-on-wet, using 2 layer method as described. Do not recoat or touch up applied coating once 10 minute return time has passed.
2. Divide your entire planned surface into areas up to 50 square feet.
3. Use a 4 inch foam roller to cut in all edges and light switches within the current area.
4. Using the included 9 inch roller, from one end of the current area to the other, apply in sections up to 4 feet wide by the full height of the surface.
5. Be sure to overlap the edges of each section and use a backrolling technique as you go to even out the application.
6. Watch for roller marks, drip marks, debris and missed spots, re-roll as needed.

7. Every 50 square feet or 3-5 minutes, return to the first section of the area you have just finished and apply the second layer using the same method detailed above. This helps to build up a thick and effective IdeaPaint surface.

8. Do not wait more than 10 minutes to perform the second layer over the first.

9. Remove masking tape within 1 hour of painting.

B. Dry erase coating may be applied directly onto clean, dry, smooth surfaces which are:

1. A finished drywall surface
2. A 100% acrylic topcoat paint or 100% acrylic primer

--Coating shall cure for a minimum of 7 days after application before use.

--Application Rate: 5 mils wet film thickness as measured with a wet film gauge; maximum 50 square feet per quart or 200 square feet per gallon.

CAUTIONS

Use Personal Protective Equipment recommended in the HOME White SDS. Eating, drinking, and smoking should be prohibited in areas where this material is handled, stored, and processed. Persons with epoxy allergy should not work with this product. Avoid inhalation of vapors and contact with skin, eyes and clothing. Avoid release to the environment. Provide adequate ventilation. In case of inadequate ventilation, use respiratory protection. Good personal hygiene is necessary. Wash hands and contaminated areas with water and soap before leaving the work site. Do not reuse this container. ("Empty" containers vapor) and can be dangerous.

DO NOT TAKE INTERNALLY. KEEP OUT OF REACH OF CHILDREN.