CREATE WHITE INSTALL INSTRUCTIONS

For an Installation Video Guide visit **www.ideapaint.com/help.**

ideapaint™

READ FIRST - IMPORTANT TIPS

DO NOT STRETCH PAINT BEYOND SURFACE AREA INDICATED ON THE BOX. DOING SO WILL REDUCE PRODUCT PERFORMANCE.

Be sure to apply your IdeaPaint with the supplied roller. Any alternatives (unless suggested by IdeaPaint) will not be covered under the warranty.

When measuring the space to be painted, height x width = square footage.

Primer and new latex topcoats must dry at least 24 hours prior to applying IdeaPaint.

For best results, the surface should be as smooth as possible.

Priming is recommended when coating a new dry wall / non-latex coated surface, repairing a surface, or changing the color of the surface (refer to STEP 02). Use one of our preferred primers*, such as: IdeaPaint PRIMER, Sherwin-Williams Multi-Purpose Primer, PPG Seal Grip, Glidden Gripper, or Kilz Premium Primer.

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

During IdeaPaint installation, spaces should be maintained at temperatures between 68° F and 85° F and below 85% relative humidity.

IdeaPaint dries quickly. Install 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.

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

STEP BY STEP INSTRUCTIONS

01 PREP

Because IdeaPaint is a high gloss paint, surface imperfections can be magnified.

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.

ROUGH SURFACE **X**

SMOOTH SURFACE **✓**

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.
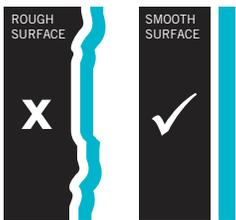
02 PRIME

Priming is recommended when coating a new drywall / non-latex coated surface, repairing a surface, or changing the color of a surface.

Apply 2 coats of preferred primer*, such as: IdeaPaint PRIMER, Sherwin-Williams Multi-Purpose Primer, PPG Seal Grip, Glidden Gripper, or Kilz Premium Primer.

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

Let primer dry for 24 hours before applying your IdeaPaint. Then, sand smooth with 120 grit sandpaper to remove any debris that may have collected during the priming process. Wipe with a clean, dry or damp cloth.

For applications over substrates other than drywall, view our Substrate Specific Installation Guide at **www.ideapaint.com/help.**

PRIMER

Tips for best performance:
Tint any off-white / gray primers to make them as white as possible.

Apply primer with a short nap roller (1/4 or 3/8 nap).

FOR MORE INFORMATION: ⊕ ideapaint.com ▤ 617.714.1050 ✉ info@ideapaint.com

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.
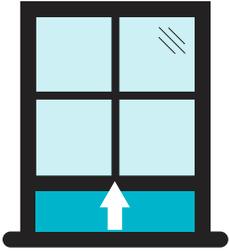
04 PROTECT

Use painters 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.

THAT
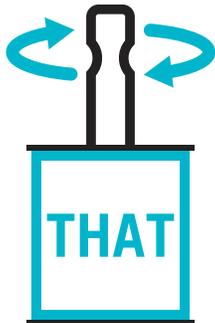
06 APPLY: LAYER 1

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 and switches in your next 50 sq. ft. area.

50 SQ FT AREA (H X W)

Apply in straight lines up and down.
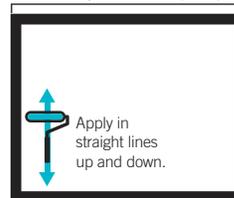
07 APPLY: LAYER 2

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.

50 SQ FT AREA (H X W)

REPEAT
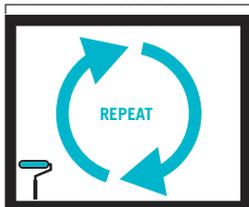
08 WAIT

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 White has a 4-day cure time.

09 WRITE

After the initial 4 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 BOLD 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 ERASE

IdeaPaint surfaces should be erased with IdeaPaint Erasers.

Avoid build-up over time and extend the life of your IdeaPaint surfaces by using IdeaPaint Cleaner Spray and Microfiber Cleaning Cloth.

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

CLEANER

UL 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 DATE 4 DAYS FROM COMPLETION OF PAINTING.

FOR MORE INFORMATION: 🌐 ideapaint.com ▥ 617.714.1050 ✉ info@ideapaint.com