



IdeaPaint™ Magnetic Primer

As of 02/24/2016, complies with:	
CARB	LEED 09 CI
SCAQMD	LEED 09 NC
California 01350	LEED 09 CS
NAHB	LEED 09 H & S
LEED v4 H	LEED v4 IDC

CHARACTERISTICS

IdeaPaint™ Magnetic Primer is a high-quality basecoat with powerful magnetic strength (up to 2X stronger than alternatives). It pairs with IdeaPaint dry erase paints to turn any wall into a magnetic, erasable idea platform—or, simply coat with latex paint for a magnetic-only surface.

Spread rate: 58-60 g/sq ft (3 cts)

Color: Light Warm Gray

Drying Time: 72F, 50% RH

Touch: 30 minutes

Recoat: 4 hours

Topcoat: 24 hours

Finish: Flat

Flash Point: > 200°F (> 93.9°C)

Vehicle Type: 100% Acrylic latex

VOC: <10 g/L Part A and B mixed (less exempt solvents as packaged)

Weight per Gallon: 18.9 lbs/gal.

Iron Content: Average 50%

FEATURES & BENEFITS

A high-quality primer with superior adhesion

- Easy roller application
- Low odor and compatible with all top coat paints
- Smoother than liquid alternatives means no sanding required post-application

- Light gray color for easy top coat coverage
- Top coat with IdeaPaint™ Dry Erase Paint for a magnetic, dry erasable finish.

SURFACE PREPARATION

Use IdeaPaint™ Magnetic Primer on Drywall, Wood, Metal, Most Plastics, Fiberglass, or Formica® to create a magnetized surface. The container only provides enough paint to cover the area listed on the can. If coating a surface larger than the listed area, use additional product. Shelf life is 12 months, unopened at a room temperature of 25°C / 77°F.

SURFACE PREPARATION:

The surface must be clean, dry, and free from wax, polish, grease, oils, chalk, dirt, loose paint, and other contaminants. Scuff-sand hard, glossy surfaces for maximum adhesion.

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 from affecting surface.

CLEAN UP

Wash hands after applying. Clean equipment immediately after use with soap and water. Clean spatters or spills immediately with warm water. If IdeaPaint™ Magnetic Primer sets-up or dries, use a lacquer thinner.

SPECIFICATIONS

IdeaPaint™ Magnetic Primer requires 3 coats. Allow each coat to dry for 30 minutes before applying the next coat. See product installation instructions for detailed instructions.

Best results are achieved with a 3/8" nap synthetic roller. It is important to apply the appropriate amount of primer for the desired coverage area – achieving wet mils of 5-6 mils, and avoiding sags and roller marks as you go. There is no need to sand before applying your top coat; sanding is not recommended. See product installation instructions for detailed instructions.

IF TOP COATING WITH IDEAPAIN™ WHITE DRY ERASE PAINT FOR A MAGNETIC, DRY ERASABLE SURFACE:

- Wait 3 hours.
- Apply 1-2 coats of a premium acrylic primer/sealer to hide Magnetic Primer color.
- Wait 24 hours before applying IdeaPaint White Dry Erase Paint following install instructions.

IF TOP COATING WITH IDEAPAIN™ CLEAR DRY ERASE PAINT FOR A MAGNETIC, DRY ERASABLE SURFACE IN YOUR COLOR OF CHOICE:

- Wait 3 hours.
- Apply 1 coat of a premium acrylic primer/sealer to hide the color.
- Apply 2 coats of premium latex paint with an eggshell, satin, semi-gloss or gloss finish.
- Wait 24 hours before applying IdeaPaint Clear Dry Erase Paint, following product instructions.

ADDITIONAL SPECIFICATIONS

IF TOP COATING WITH LATEX PAINT FOR A MAGNETIC-ONLY SURFACE:

- Wait 3 hours.
- Apply a premium acrylic primer/sealer to hide the color.
- Apply 2 coats of a premium acrylic latex paint. (A premium quality finish will help to avoid burnishing from frequent magnet use.)

Visit Ideapaint.com for a list of preferred primers + basecoat (topcoat) paints.

DRY ERASE PAINT APPLICATION will depend on which of our products you are installing. Refer to the installation instructions specific to your chosen dry erase paint, which can be found at ideapaint.com/help.

CAUTIONS

Use Personal Protective Equipment recommended in the IdeaPaint Magnetic Primer SDS. Eating, drinking, and smoking should be prohibited in areas where this material is handled, stored, and processed. Persons with acrylic 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 retain product residue (liquid or vapor) and can be dangerous. **DO NOT TAKE INTERNALLY. KEEP OUT OF REACH OF CHILDREN.**

REV 06/18/2019
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.