

MAGNETIC PRIMER FAQs



HOW STRONG IS THE MAGNETIC PULL OF IDEAPAIN™ MAGNETIC PRIMER?

IdeaPaint™ Magnetic Primer is powerfully magnetic – up to 2x stronger than other magnetic primers on the market; it holds 1.5x more sheets than competitive products.

WHERE CAN INSTALLATION AND TECHNICAL DOCUMENTS BE FOUND?

All IdeaPaint™ Magnetic Primer installation instructions and videos, as well as all technical documents, can be found at www.ideapaint.com/help.

WHAT KINDS OF MATERIAL CAN I APPLY THIS TO?

IdeaPaint™ Magnetic Primer can be applied over Drywall, Wood, Metal, Most Plastics, Fiberglass, and Formica® to create a magnetized surface.

HOW SHOULD I PREP THE SURFACE I'M PAINTING BEFORE APPLYING IDEAPAIN™ MAGNETIC PRIMER?

Just make sure the surface is clean, dry, and free from wax, polish, grease, oils, chalk, dirt, loose paint, and other contaminants. Scuff-sand hard, glossy surfaces for maximum adhesion.

IS IT OK TO USE A PAINT SHAKER TO MIX THIS? FOR HOW LONG DO I NEED TO MIX OR STIR?

IdeaPaint™ Magnetic Primer is ready to apply from the can, however, metal pigments will settle to bottom. **DO NOT USE AN INDUSTRIAL PAINT SHAKER.** Hand stir thoroughly for 3-5 minutes immediately prior to application to ensure a smooth, even consistency. The paint is ready when the color is a consistent gray.

WHAT KIND OF ROLLER COVER SHOULD I USE?

Best results are achieved with a 3/8" nap synthetic roller.

HOW MANY COATS OF IDEAPAIN™ MAGNETIC PRIMER DO I NEED TO APPLY?

IdeaPaint™ Magnetic Primer requires three heavy wet on wet coats. It's important to apply the appropriate amount of primer for the necessary square footage—achieving wet mils of 5-6 mils, and avoiding sags and roller marks as you go. **For additional information and a video installation guide, visit ideapaint.com/help.**

HOW LONG DO I HAVE TO LET IT DRY BEFORE APPLYING A TOPCOAT?

IdeaPaint™ Magnetic Primer can be top coated with IdeaPaint™ Dry Erase to create a magnetic, dry erasable surface, or simply coated with latex paint for a magnetic-only surface in your color of choice. For a complete list of preferred primers and base coat paints, visit ideapaint.com/help.

- **If top-coating with IdeaPaint™ White Dry Erase Paint:** Wait 3 hours, and then apply one coat of a premium acrylic primer/sealer to hide the color. Allow 24 hours before applying IdeaPaint™ White.
- **If top-coating with IdeaPaint™ Clear Dry Erase Paint for a colored, magnetic, dry erasable surface:** Wait 3 hours, and then apply one coat of a premium acrylic primer/sealer to hide the color, followed by 2 coats of premium acrylic latex (there's no need to sand). After the second coat of latex paint is applied, allow 24 hours before applying IdeaPaint™ Clear.
- **If top-coating with latex paint:** Wait 3 hours, and then apply a premium acrylic primer/sealer to hide the color, followed by two coats of a premium acrylic latex. (A premium quality finish will help to avoid burnishing from frequent magnet use on the surface.)

For additional information and a video installation guide, visit ideapaint.com/help.
For technical help contact IdeaPaint at +1 617.714.1050.

HOW SHOULD I CLEAN SPILLS AND DRIPS?

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

HOW DARK IS THE COLOR WHEN DRIED?

IdeaPaint™ Magnetic Primer is the lightest magnetic primer on the market – it dries as a light gray color. Prior to top coating with IdeaPaint dry erase paint or a light colored latex paint, we recommend one coat of traditional latex primer to block the color.

WHAT IS THE SHELF LIFE?

Shelf life is 12 months, unopened at a room temperature of 77°F

HOW CAN I REQUEST A SAMPLE?

Call us at 800.393.5250 or email samples@ideapaint.com

WHAT MAGNETS SHOULD I USE?

For best results, we recommend using Neodymium (aka rare earth) magnets with a force of at least N42. Coated magnets are least likely to scratch IdeaPaint surfaces.