



MAGNOLIA HOME BY JOANNA GAINES® EXTERIOR FLAT PAINT



PRODUCT INFORMATION

Curated by Joanna Gaines, Magnolia Home by Joanna Gaines® Exterior flat paint is made to transform your vision into reality. Utilizing the KILZ® Brand's most technologically advanced acrylic, Magnolia Home by Joanna Gaines Exterior paint combines paint and primer properties with exceptional stainblocking performance to create a beautiful finish and protect your exterior against harsh elements. You can be confident that whether you're remodeling, renovating, or even just touching up, Magnolia Home by Joanna Gaines Exterior paint will deliver durability and ensure resistance to peeling, cracking and blistering, a promise backed by the KILZ Brand, a trusted name for 40 years. Performance backed by the KILZ Lifetime Limited Warranty.

RECOMMENDED USES

Properly prepared, coated or uncoated exterior surfaces. Ideal for masonry, stucco, brick, wood, vinyl, metal, steel, aluminum, fiber cement siding and fences.

PRODUCT SPECIFICATIONS

FILL LEVEL/ MAXIMUM TINT

M4760 TRUE WHITE/ Base 1
1 Gallon 128 oz. / 2 oz.

M4764 Base 2
1 Gallon 120 oz. / 10 oz.

M4763 Base 3
1 Gallon 116 oz./14 oz.

FINISH

Sheen @ 85° <6
Sheen level depends on porosity of surface and various surface irregularities.

Resin Type: 100% ACRYLIC

- *Weight per Gallon: 11.3 +/- 0.2 lbs. /gal
- *% Solids by Volume: 34.0
- *% Solids by Weight: 51.2

VOC: < 50 g/L

The addition of colorants may add VOCs.

FLASHPOINT

N/A

*VISCOSITY

100-110 KU

COVERAGE RATE

250-400 sq. ft. per gallon depending on the surface texture, porosity and the application method.

*RECOMMENDED FILM THICKNESS

Film thickness depends on porosity of surface and various substrate irregularities.

- At 250 sq. ft. per gallon:
Wet: 6.4 mils; **Dry:** 2.2 mils
- At 400 sq. ft. per gallon:
Wet: 4.0 mils; **Dry:** 1.4 mils

APPLICATION

Apply product on dry substrates when air and surface temperatures are between 35°-90°F and will remain between 35°-90°F for at least 4 hours after applying. Do not paint when rain or heavy condensation is expected.

Airless Spray:

- Tip: .015 - .021"
- Filter: 60 mesh
- PSI: Fluid pressure of 1,500 - 2,200

Roller:

- Smooth Surfaces: 3/8 - 1/2" nap
- Rough Surfaces: 1/2 - 3/4" nap

Brush:

Nylon / Polyester Blend

DO NOT THIN if using a roller or brush; however, if using a sprayer and thinning is required, thin with water at a ratio of no more than 8 oz. per gallon.

DRY TIME @ 77°F and 50% RH:

- 2 Hrs. Dry to Touch
- 4 Hrs. Recoat Time
- Full Cure: 4 weeks

Darker colors may require additional dry time between coats. Cooler temperatures or higher humidity may prolong drying time.

SURFACE PREPARATION

All surfaces must be clean and free of dust, chalk, oil, grease, wax, polish, mold and mildew stains, loose and peeling paint, rust, and all other foreign substances. Clean and sand new or weathered wood. Scuff sand and or degloss smooth or glossy surfaces. Scuff sand or etch metals. Repair imperfections and sand smooth, caulk windows, doors and other openings and countersink nailheads.

Previously Painted Surfaces:

All surfaces must be clean, free of dust, chalk, mold and mildew stains, loose and peeling paint and all other foreign substances. Clean surfaces with a detergent and water solution by scrubbing

COMPLIES WITH THE BELOW AS OF 04/2018			
SCAQMD	YES	LADCO	YES
CARB	YES	AIM	YES
OTC	YES		

the surface vigorously and rinse with a garden hose or a power washer and allow to dry.

PROPERLY PREPARED NEW SURFACES:

Wood: Cedar, Redwood, Shakes & Shingles; For Severe Tannin Bleed/Stainblocking:

- KILZ PREMIUM Interior/ Exterior Water-Based Primer, Sealer and Stainblocker
- KILZ COMPLETE Interior/Exterior Oil-Based Primer, Sealer and Stainblocker

Masonry: Stucco, Cinder Block, Cut Masonry Units (CMUs), Split-Face Block:

All masonry surfaces must be cured at least 30 days before painting. The pH must be 10.0 or lower prior to coating. Smooth masonry may require an adequate profile for adhesion. For all others smooth concrete, create a profile using a product such as a muriatic acid etcher or with mechanical means. Remove loose aggregate and debris.

Masonry: Cement Composition Panels/Siding, Exterior Insulation and Finish Systems (EIFS) or Synthetic Stucco:

All masonry surfaces must be cured at least 30 days before painting. The pH must be 10.0 or lower prior to coating. All surfaces must be clean, free of dust, chalk, mold and mildew stains, loose and peeling paint and all other foreign substances. Clean surfaces with a detergent and water solution by scrubbing the surface vigorously and rinse with a garden hose or a power washer at a low setting (500-1200 PSI). DO NOT USE HIGH PRESSURE as this may harm the substrate.

Masonry with pH Levels up to 13.0:

- KILZ PREMIUM Exterior Water-Based Primer, Sealer and Stainblocker

Galvanized Metal, Ferrous Metal & Aluminum:

The oil film on new non-ferrous metal must be removed before it is painted. Remove oil film with a detergent and water solution. For better paint adhesion, sand the surface with sandpaper, steel wool, or by using a product such as a muriatic acid etcher. Clean by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water.

Metal: Remove all rust and mill scale using sandpaper, steel wool, abrasive blasting, or other abrading methods to create a profile on the metal's surface. Clean the metal by scrubbing the surface with a detergent and water solution, followed by a

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thorough rinsing with clean water. Bare metal must be coated the same day it is cleaned.

WARNING! If you scrape, sand or remove old paint, you may release lead dust. **LEAD IS TOXIC.** Contact the National Lead Information Center at 1-800-424-LEAD or visit www.epa.gov/lead.

Vinyl Siding, Architectural Plastics:

All surfaces must be clean, free of dust, chalk, mold and mildew stains, loose and peeling paint and all other foreign substances. Clean surfaces with a detergent and water solution by scrubbing the surface vigorously and rinse with a garden hose or a power washer and allow drying. **CAUTION: Vinyl siding is manufactured to withstand certain levels of heat intensity. Be sure when choosing a paint color, to select a color which is similar or lighter than the vinyl siding's original color. A darker color paint will absorb more heat, resulting in a warping of the siding.**

RECOMMENDED PRIMER/SYSTEMS

For Severe Tannin Bleed/ Stainblocking:

- KILZ PREMIUM Interior/ Exterior Water-Based Primer, Sealer and Stainblocker
- KILZ COMPLETE Interior/Exterior Oil-Based Primer, Sealer and Stainblocker

PREVIOUSLY PAINTED SURFACES:

Use a full coat, or spot prime repaired surfaces with heavy stains, including tannin, with Magnolia Home by Joanna Gaines Exterior flat paint.

TEST SPECIFICATIONS:

Flexibility

- ASTM D522, method B - Pass

CLEAN UP & DISPOSAL

Clean all tools and equipment with water. For disposal of empty containers and unused product, contact your household refuse collection service.

CAUTIONS/LIMITATIONS

IMPORTANT! Do not open can without reading instructions.

- For tint bases-do not use without addition of colorant.
- Do not use on floors.
- Do not use when air and surface temperature are below 35°F or above 90°F. Avoid painting in direct sun. Temperatures above 90°F may affect the application such as drying too fast.

NOTE: If the surface is hot to the touch it should be considered too hot to apply this coating.

- Allow to cure for 4 weeks before washing or cleaning.

- Shelf life under normal conditions is 2 years unopened.
- Keep from freezing.

GENERAL INFORMATION:



WARNING Cancer and Reproductive Harm – www.P65Warnings.ca.gov.

CAUTION IRRITANT MAY CAUSE EYE, NOSE AND THROAT IRRITATION. AVOID CONTACT WITH SKIN AND EYES AND AVOID BREATHING OF VAPORS AND SPRAY MIST. WEAR EYE PROTECTION AND PROTECTIVE CLOTHING. **USE ONLY WITH ADEQUATE VENTILATION.** To avoid breathing vapors and spray mist, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches or dizziness, increase fresh air. If properly used, a respirator (NIOSH approved for organic vapor with P series particulate pre-filter) may offer additional protection; obtain professional advice before using. A dust mask does not provide protection against vapors. Avoid contact with eyes and skin. Wash thoroughly after handling. Close container after each use.

FIRST AID: If you experience difficulty in breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical assistance immediately. In case of eye contact, flush immediately with plenty of water for at least 15 minutes and get medical attention; for skin, wash thoroughly with soap and water. If swallowed, get medical attention immediately.

CAUTION: KEEP OUT OF REACH OF CHILDREN – DO NOT TAKE INTERNALLY

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