



PLATINUM CERAMIC PAINT & PRIMER ALL IN ONE INTERIOR MATTE LATEX ENAMEL 1790, 1792, 1793



Resin Type	Sheen	Quality Level	Spread Rate	Clean Up	Thinner	Dry at 77 °F	V.O.C. Level
100% acrylic latex	matte	ultra premium	400-450 sq. ft./gal.	water	water	30 min. tack free 4 hours recoat	< 50 g/L

Description

Platinum Ceramic 100% acrylic latex wall paint is the finest quality, most durable matte wall paint we manufacture. It contains ceramic microspheres which are the newest innovation in paint technology. Because of this unique high performance formulation Platinum Ceramic provides outstanding stain resistance and excellent washability. Normal finger prints, most dirt, grease, grime and many other stains will easily wash off with mild soap and water.

MICROBAN® PRODUCT PROTECTION: Platinum Ceramic contains microban antimicrobial product protection. This unique additive will inhibit the growth of stain and odor causing bacteria, mold, mildew, and other fungal growth on the dried paint film. Microban provides an added level of protection between cleanings, but does not take the place of normal cleaning and disinfecting procedures and will not protect users or others against food-borne illness. Microban additives are E.P.A. registered for use in paint. For more information visit www.microban.com.

Where to Use

Platinum Ceramic is designed for application on interior walls, ceilings, and properly primed woodwork, where a washable, durable matte finish is desired. It may also be used on interior masonry surfaces. It is used frequently in schools, hospitals, nursing homes and residential applications, because of its high performance characteristics.

Surface Preparation

New Work - Surface must be clean and dry. Remove all dust, dirt and similar residue. Newly plastered walls or taped wallboard must be allowed to dry thoroughly before painting. On new wood, surface should be lightly sanded and dusted. Seal any knots or resinous areas.

Old Work - Clean surface completely. Remove all loose old paint, grease, oil, dirt, wax and other contaminants. Lightly sand glossy areas. Spot prime and sand all patched areas.

Masonry - Allow all new masonry surfaces adequate cure time before application. Remove any efflorescence. Apply only to a clean, dry surface. Two coats are recommended.

Primer

Priming - None needed over new or previously painted plaster or drywall. If priming is desired over these surfaces, use Hirshfield's #88-1250 Drywall Primer or other as recommended by Hirshfield's. Certain stains and watermarks will require the use of a specialty primer.

New Wood Surfaces - Use a suitable enamel undercoater.

New Masonry - For best results using Hirshfield's #88-1450 Block Filler or #88-4050 A.M.P. Acrylic Masonry Primer is recommended.

Unpainted Metal - Use Hirshfield's #88-9250 Acrylic DTM Primer

Painted Surfaces - If surface is in good condition, no primer is needed.

Application

Stir contents thoroughly before and during application. Apply with brush, roller or sprayer. Do not apply below 50°F or above 90°F. Keep a wet edge to avoid lap marks. Apply generously.

Recommended Wet Film Per Coat: 3.5 mils.
Recommended Dry Film Per Coat: 1.25 mils.

Available Colors

Tintable to over 2,000 colors with bases.

Caution

Keep from freezing.
See other cautions on back.

Environmentally Friendly Tips

- Only purchase the quantity you need.
- Do not mix paints for storage or disposal. Leave paint in the original container.
- Do not throw liquid paint in the trash or pour it down the drain.
- Small amounts of latex paint can be air-dried and disposed through your trash collection system.
- Recycle leftover or unused paint. Call your local government for recycling advice.

Packaging Options

- Five gallon pails
- Gallons and Quarts

Physical Data

(figures shown are approximate on white base)

Solids by Weight	55-56% ±2%
Solids by Volume	39-40% ±2%
Weight per Gallon	11.56
Viscosity	110 KU
Gloss @ 60°	2-3
Flashpoint	Over 200°F
Washability (ASTM D3450)	Very good
Hegman Grind (ASTM D1210)	4 1/2
Sag Rating (ASTM D4400)	> 12

Limitations

Not recommended for use on the following:

- floors or other horizontal surfaces
- areas of corrosive chemical environments
- rusted substrates without adequate surface preparation and must be primed to minimize rust staining through the topcoat.

Excessive color tinting may cause unsatisfactory drying. Since these are water base coatings, dry time will be affected by temperature and humidity.

Not recommended for immersion service or use on damp or wet surfaces, high heat, or humid conditions.

Health And Environment

This material contains no lead, mercury or crystalline silica. Material Safety Data Sheets are available upon request. When spraying, use suitable respiratory protection and provide adequate ventilation Dis-

posal of most latex paints is allowable in landfills if material is in solid form. Always check with local regulations. Leftover Latex paint is recyclable. Contact your local government recycling program for more information.

WARNING: This product complies with Federal law restricting the presence of lead in consumer coatings. Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. EXPOSURE TO LEAD DUST OR FUMES MAY CAUSE ADVERSE HEALTH EFFECTS, ESPECIALLY IN CHILDREN OR PREGNANT WOMEN. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment such as a properly fitted respirator (NIOSH approved) and proper containment and clean-up. For additional information, contact the USEPA/Lead Information Hotline at 1-800-424-LEAD.

Medical Response

Emergency Medical Information 1-800-535-5053

Precautionary Information

In all cases, please read respirator manufacturer's instructions and literature carefully to determine the type of airborne contaminants against which the respirator is effective, and how it should be properly fitted.

Some of the components of various coatings may be irritating to the skin and/or eyes, so contact should be prevented. In case of contact, flush skin thoroughly with soap and water. For eyes, flush with plenty of water for at least 15 minutes and get medical attention immediately.

During the application of all coating materials, all flames, welding and smoking must be prohibited.

Before using the products listed herein, carefully read each product label and follow directions for its use. Please read and observe all the warnings and precautionary information on the product labels.

CAUTION! DO NOT TAKE INTERNALLY! CLOSE CONTAINER AFTER EACH USE! KEEP OUT OF THE REACH OF CHILDREN!

Avoid prolonged breathing of vapor and spray mist. Coatings should only be applied when ventilation is adequate. When available ventilation may not be adequate, applicators should wear respiratory protection, choosing the proper respirator with aid of the following:

Outdoor or open areas: Use filter type respirators (approved with NIOSH/MSHA) to remove solid airborne particulates from overspray.

Restricted ventilation areas: Use combination organic vapor-filter type respirators (approved with NIOSH/MSHA) which are designed to purify the air by removing solid airborne particulates and organic vapors.

Confined areas: Use supplied air respirators or hoods (approved with NIOSH/MSHA)

IMPORTANT! When applying coatings by spray equipment, observe all precautionary safety measures. Spray equipment must be handled with due care and in strict accordance with manufacturer's recommendations for personal safety, and to prevent fire. If precautions are not taken, spraying of any material can be hazardous, particularly when using high pressure airless equipment. High pressure may inject coating into the skin causing serious injury, requiring immediate poison center contact and/or hospital treatment. When using or handling spray equipment hoses and the like, observe all required safety practices. In addition, when spraying paint or coatings, wear a respirator recommended for the product being handled. In all cases, wear protective eye equipment.

First Aid Statement

If swallowed, do induce vomiting. In case of skin contact, wash affected area with mild soap and water. In case of eye contact, flush eyes immediately with plenty of water for 15 minutes. If affected by inhalation of vapor or spray mist, remove to fresh air. Apply artificial respiration and other supportive measures as required. If any of the following occur during or following use of this product, contact a **POISON CONTROL CENTER, EMERGENCY ROOM OR PHYSICIAN IMMEDIATELY** (have label information available):

- Ingestion
- Excessive exposure to a corrosive material
- Persistent skin/eye irritation or breathing difficulties
- Other symptoms

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The facts and figures represented in the specification manual are accurate to the best of our knowledge, and are the results of testing in our laboratory. We do not express, warrant or guarantee the accuracy, completeness, or reliability of same. Since Hirshfield's paint Mfg. is constantly improving its products, future technical data may vary somewhat from what was available when this bulletin was printed.

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