



ARTEX MANUFACTURING COMPANY

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Open Monday-Friday 8:30-4:30 Pacific Time
Order Online <https://novacolorpaint.com>

Nova Color Artists' Acrylic Paint & Mediums

General Description: Water-based 100% acrylic polymer medium.

General Use: Nova Color Artists' Acrylic products are suitable for use on canvas, paper, fabric, wood, plaster, masonry, fiberglass, many leathers and most non-slick, non-oily surfaces. Nova Color Artists' Acrylic Paint is water-soluble when wet; dries permanent and water resistant. Not for use underwater. Thins with water.

Overthinning may result in poor adhesion or cloudiness. Nova Color Artists' Acrylic Paint can be mixed with most water-based paint and water-based tints. Nova Color Artists' Acrylic Paint is a heavy, creamy fluid with satin to semi-gloss sheen.

Consistency and gloss vary by pigment and product.

Surface Preparation: The surface to be painted should be clean and free from oil, silicon residue, dust or loose paint. Nova Color Artists' Acrylic Paint may raise the grain on bare wood. Surfaces previously painted with oil paint or solvent paint must be thoroughly cured and sanded. Plaster, stucco and concrete should be thoroughly cured. Do not mix with oil paint or solvent paint. Do not use acrylic paint over an oil-based paint or oil-based primer unless the manufacturer specifies that it is suitable for use with water-based paints. **To check adhesion**, apply a test patch and allow to dry for 36 hours. Check by scraping.

Spreading Rate: Paint coverage varies depending on the absorbency of the surface and the method of application. Raw canvas, stucco, cement and rough wood will get low coverage. Gessoed and previously painted surfaces will get high coverage. Theoretical spreading rate @ 1 mil dry film thickness is 600 square feet per gallon.

Approximate coverage: Gallon covers 240-320 square feet. Quart covers 60-80 square feet. Pint covers 30-40 square feet. Allow extra paint when mixing colors.

Hide: Degree of hiding power depends on the pigment used. Colors may be opaque, translucent or transparent. Check opacity chart.

Drying Time: Air dry @ 70 degrees F & 50% R.H. Dry to touch: 1/2 - 1 hour. Dry to recoat: 3 hours minimum.

Application: Apply between 65 to 85 degrees F. Do not apply outdoors during rain, fog or freezing temperatures or at dusk shortly before these conditions occur. Moist or cold conditions may result in cracking or poor paint film formation.

Apply varnishes with care using quick smooth brushstrokes. Do not agitate, brush excessively or brush after the film has begun to dry. If applied by roller, use a short nap roller and check to be sure no foam is created. Clean up with soap and water. Do not allow paint to dry on brushes or tools.

Application Methods: *Brush:* No reduction necessary. *Roller:* Up to 10% reduction with water if necessary. *Spray:* Air sprayer--reduce 20%-25% with water. Airless sprayer--no reduction necessary; .013"-.016" tip @ approx. 2,000 PSI. To check adhesion, apply a test patch and allow to dry for 36 hours. Check by scraping.

Department of Transportation (DOT): Freight class 55. Water-based. Not regulated.

% Nonvolatile (Solids): By weight: 33.7-60.5% By volume: 27.2-43.2%.

Volatile Organic Compounds (V.O.C.): Nova Color is in compliance with SCAQMD Rule 1113 for a graphic arts coating. A list showing V.O.C. for each product is available.

Lightfastness rating according to the American Society for Testing and Materials D5098 *Test Methods for Lightfastness of Pigments used in Artists Paint:*

I=Excellent II=Very Good III=Does not conform to ASTM D5098

Ratings are based on the color at full strength. Some colors may be less lightfast when used as a tint (mixed with white or other colors) or if used as a glaze (mixed with clear mediums). See "*Mural Painting/Tips for Exterior Mural Painting*" for recommended exterior colors.

Nova Color has been reviewed by a toxicologist and conforms to federal labeling requirements for art materials. CONFORMS WITH ASTM D4236

Additional Information is available online at: <https://novacolorpaint.com>

Questions & Answers about Nova Color Artists' Acrylic Paint

What is the consistency of Nova Color paints? Nova Color has a heavy creamy consistency. Nova Color is more fluid than tube color or heavy body colors.

It is not as fluid as fluid colors or airbrush paint. Nova Color spreads beautifully, which is one of its popular features.

What is a medium? A medium is a fluid or paste that can be added to paint without decreasing its adhesion.

What is the difference between a gel and a texture paste? A gel dries clear and can be mixed with paint without altering the paint color. Gels are used to create impasto paints. Gels remain flexible. Texture paste is opaque and contains fillers that aid it in holding its shape. Texture paste is less flexible than gel. #202 White Texture Paste and #251 Lightweight Texture Paste are usually used to create texture in an underpainting. When mixed with paint, #202 White Texture Paste and #251 Lightweight Texture Paste create pastels. When mixed with paint, #218 Tintable Texture Paste creates a matte color with little color change.

Can I use Nova Color Artists' Acrylic Paint for an outdoor mural? Yes. Acrylic paint is excellent outdoors. See "*Mural Painting/Tips for Exterior Mural Painting*".

Is Nova Color Artists' Acrylic Paint waterproof? Nova Color Artists' Acrylic Paint is water-resistant but it is not waterproof. Nova Color Artists' Acrylic Paint should not be used for underwater murals unless entirely sealed with a waterproof topcoat. Retaining walls should be sealed on the opposite side with a waterproof sealer. Painted flowerpots should be sealed on the inside with a waterproof sealer. Nova Color Artists' Acrylic Paint cannot be used on top of a waterproof sealer.

Can I paint clothing and fabric with Nova Color Artists' Acrylic Paint? Yes. Nova Color Artists' Acrylic Paint adheres very well to cotton, silk, rayon and blends of these fibers. Paint will stiffen the fabric. Nova Color Flex Gel #213 was developed to make Nova Color Artists' Acrylic Paint feel softer on fabric. Adding water to the paint may cause the color to fade in washing. Nova Color Artists' Acrylic Paint is permanent when dry and does not need to be heat set. Hand wash and line dry painted fabrics. Let paint dry five days before the first laundering. Some dry cleaning solvents may affect the appearance or adhesion of acrylic paint. Nova Color Artists' Acrylic Paint can be mixed with most water-based fabric paints and fabric painting mediums.

Can I paint Nova Color Artists' Acrylic Paint on glass? Nova Color Artists' Acrylic Paint will not adhere permanently to glass--it can be scraped off.

Can I paint Nova Color Artists' Acrylic Paint on metal? Nova Color Artists' Acrylic Paint may be applied to a properly primed metal. To clean bare metal, wash with vinegar and rinse. Thoroughly sand previously painted metal surfaces. Prime with a

metal primer designed to accept water-based acrylic paint.

Can I paint wood items such as furniture with Nova Color Artists' Acrylic Paint?

Yes. New bare wood should be primed with Nova Color Gesso #200 or with a top quality water-based primer designed for bare wood. Previously painted surfaces should be thoroughly sanded and dust-free. Nova Color Artists' Acrylic Paint will not adhere to some oil-treated wood finishes. If your item will get wear and tear, you may want to seal it with a clear topcoat designed for furniture or floors. Bare new wood can be stained with a dilute solution of Nova Color Artists' Acrylic Paint and water. Water may raise the grain of wood.

Can I paint Nova Color Artists' Acrylic Paint on a fiberglass sculpture?

Yes. Clean with isopropyl alcohol to remove any silicone residue. If pre-primed, be sure the primer will accept a water-based paint. If primer is unknown, lightly sand while wearing a respirator. Do not breathe fiberglass dust! Topcoat with #206 Gloss Medium and Varnish or #216 Exterior Varnish. See *"Fiberglass Sculpture Painting Tips"*

Can I paint my wood or concrete deck with Nova Color Artists' Acrylic Paint? Nova Color Artists' Acrylic Paint will make colorful decorations and designs but it will scuff more easily than deck paint. You may use a clear topcoat designed for floors on top of your design.

How much water can I add to my acrylic paint? Adding water dilutes the binder (glue quality) that makes the paint stick. Adding 10% water or less will maintain adhesion. In some fine art applications such as watercolor technique or some fine art airbrushing, (where there is no abrasion, washing, or wear and tear), the amount of binder is not as important. If you are painting a wall, a sign or clothing, you will want the binder to remain strong. If you mix any of the clear mediums, varnishes or gels with your color instead of water, the adhesion will remain strong. Adding a clear topcoat over your finished work will also protect any paint layers below that are weak in binder.

What are the best colors for mixing? Good colors for demonstrating color theory or making a color wheel are as follows: *Yellow*; #107 Hansa Yellow Light or #144 Azo Yellow Medium. *Red*; #129 Quinacridone Red, or #147 Quinacridone Magenta. *Blue*; #115 Phthalo Blue, #115-D Phthalo Blue Deep, or #122 Ultramarine Blue. Transparent colors tend to give cleaner, brighter mixes than do opaque colors. Opaque colors such as cadmiums, cobalt, and most oxides tend to make dull secondary colors when mixed with each other. Opaque colors are more brilliant when mixed with transparent colors. Check your label or color chart for "opaque", "transparent", or "translucent" identification.

What is the difference between "opaque", "transparent", and "translucent" colors? Opaque colors tend to blot out or obscure the color of the surface on which they are applied. Transparent colors tend to "show-through" the surface below. Translucent colors partially obscure the surface beneath. Pigments are by their nature opaque or transparent. Transparent colors can be made more opaque by the addition of white or other opaque colors or by applying additional coats of paint. Opaque colors can be made translucent by the addition of a clear medium such as Nova Color #204 Matte Medium, #205 Matte Varnish, #206 Gloss Medium & Varnish, or #216 Exterior Varnish, or by admixture with transparent colors.

Does "thick" paint contain more pigment? No. Paint can be thickened chemically and thickness may have no relation to the amount of pigment.

What is the difference between Nova Color #118 Titanium White and #200 Gesso?

#118 Titanium White is heavily pigmented with titanium dioxide white pigment.

#200 Gesso has less of this white pigment. #200 Gesso also contains calcium carbonate (also known as whiting or marble dust) that gives it a flat (non-shiny) and toothy (faintly gritty) surface. #200 Gesso is less opaque than #118 Titanium White.

How can I remove dried acrylic Paint? Nova Color Artists' Acrylic Paint is permanent when dry. Try to remove dried paint with products designed to remove latex paint, (products such as Goof-Off). Isopropyl alcohol may remove small amounts of paint from fabric, tools and brushes. Commercial brush cleaners are also available. Hot soapy water will help remove paint from non-porous surfaces such as glass and hard plastic.

How can I mix pearlescent colors and not lose the pearlescent quality? For best results use #180 Iridescent Pearl Base & Glaze. Pearlescent colors may be tinted with small amounts of non-pearlescent paint or tints. Avoid using house paint or pastels as they mask the pearl quality. Strong transparent colors work best (such as #115 Phthalo Blue or #115D Phthalo Blue Deep, #116 Phthalo Green, #147 Quinacridone Magenta, #103 Carbazole Dioxazine Violet, etc.).

What is the difference between latex house paint and Nova Color Artists' Acrylic Paint? Can I mix Nova Color Artists' Acrylic Paint with latex house paint? Nova Color Artists' Acrylic Paint is made with 100% acrylic resin. Nova Color Artists' Acrylic Paint is more brilliant and available in a wider range of colors. House paint is generally made with a less expensive and less durable latex or vinyl-latex resin and usually has a limited palette. Nova Color Artists' Acrylic Paint contains a high level of acrylic resin. House paint may have only the minimum amount of resin required to make it serviceable. House paint is designed to "level" after brushing. Artists' paint shows brushstrokes. House paints are usually opaque. Artists' paint can be opaque, transparent or translucent. Nova Color Artists' Acrylic Paint is compatible with water-based latex house paint and tends to improve the quality of house paint when mixed with it. House paint is typically not recommended for fine art.

How can I create a crackle finish? Paint a base coat of Nova Color Artists' Acrylic Paint and allow to dry. Paint a coat of mucilage glue onto the base coat and allow to dry until tacky. Apply a second coat of Nova Color. This will crack and expose the base coat through the cracks. Allow to dry. Varnish with Nova Color #205 Matte Varnish or #206 Gloss Medium & Varnish. The design of the cracks will vary with the thickness and color of the paint and the type of brushstrokes used for the paint and glue. Mucilage is generic paper glue. Commercial crackle mediums are now available in paint stores.

How can I best store my paint? Nova Color Artists' Acrylic Paint dries by evaporation so it is important to keep jars capped. Lids and jar threads should be kept free of paint. A few drops of purified water can be added to the paint surface before closing. *Store paint between 40 and 85 degrees Fahrenheit.*

Additional Information is available online at: <https://novacolorpaint.com>
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