



# ALLURE™ Flat

## 100% Acrylic Paint

### Product Description

ENCO® ALLURE is a low odor, low VOC, Ultra Premium paint and primer of exceptional coverage in one step, for interior or exterior walls and trim. 100 Acrylic, formulated with Stain Blocking Technology against stains, mildew and microbes, exceeding ASTM-1308 standards. ENCO ALLURE provides the highest color retention and durability, exhibiting high resistance to alkalinity and ultraviolet rays. It dries in 1 hour and presents an extremely durable film with high scrubbability and resistance to abrasion, yellowing, chipping and peeling. May be applied with brush, roller or spray. ENCO® ALLURE is ideal for concrete, masonry, plaster, gypsum, metal and wood.

### Product Features

- Low VOC
- Primer and paint in one
- Excellent alkyd adhesion
- Exterior / Interior
- High hiding
- Lasting Durability
- Mildew and microbial resistant film

### Product Characteristics & Properties

Vehicle Type	100% Acrylic Latex
Coverage	450 Sq. Ft./Gal <i>Depending on surface texture and porosity</i>
Mils	4 WFT, 1.5 WFT
Gloss / Sheen	Flat (1-3%)
Shelf Life	18 Months unopened
VOC (Volatile Organic Compounds)	< 50 g/L
Viscosity	105 -112 Ku's
Solids by Volume	36 ± 2%
Solids by Weight	51 ± 2%
Drying Time	1 hr. to touch / 2-4 hrs. to recoat @ 77°F, 50 RH <i>High humidity and cool temperatures will result in longer drying, recoat and service times</i>
Clean Up	Clean water and soap
Weight per Gallon	10.9 ± 5%
pH	8.5 – 9.5
Storage Temperature	75-85°F
Disposal	Consult local and federal agencies for details

### Recommended Surfaces

ENCO® ALLURE is ideal for concrete, masonry, plaster, gypsum, metal and wood.

### Surface Preparation

1. Remove loose paint: Multicoat peeling can be caused by adhesion failure in older paints. Remove all loose or peeling paint to provide a sound surface. Glossy Surfaces: Lightly sand, or apply appropriate primer prior to new paint application
2. Wash and rinse: Wash surfaces to remove dirt. Remove existing mildew before priming or painting to prevent re-growth through the new paint film
3. Patch: Patch all holes and seal cracks



### Recommended Paint Systems

1. Concrete – Let new concrete cure for 28 days prior to priming and painting. pH of substrate should be below 10.
2. Masonry – Let mortar cure for 28 days and fill all block holes prior to painting
3. Plaster – Let plaster cure for 28 days and apply primer
4. Gypsum – Sand smooth, remove dust and apply primer
5. Metal – Remove all dust and oils and apply primer
6. Wood – Sand smooth all wood and apply primer especially on knots

### Important Consideration

It is recommended that you apply one coat of primer and two full coats of paint to achieve a good protection.

### Caution

Close the container tightly after using and **KEEP AWAY FROM THE REACH OF CHILDREN**. Refer to the SDS to obtain additional safety details before starting to use this product

### WARNING!

If you scrape, sand, or remove old paint, you may release lead dust. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear a NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead).

### Product Applications

1. Stir thoroughly before using paint. Always paint on shaded side of the building.
2. Do not dilute paint, use as supplied
3. When working with more than one container of the same color, intermix them to ensure uniformity
4. Apply product with brush, roller or sprayer.
5. Apply generously with a full brush or roller and avoid excessive brushing or spreading too thinly
6. Do not apply when surface or air temperature is below 50°F or rain is expected within 5 hours.

### Limitation of Liability

The product warranty is limited only to its replacement or refund value of the product should not comply with our specifications and does not include application costs. For any claims, customer must present original proof of purchase.

### First Aid

If swallowed, do not induce vomiting. Call physician immediately. If you experience difficulty in breathing, eye watering, headache or dizziness, leave the area to obtain fresh air. In case of eye contact, flush immediately with plenty of water for at least 15 minutes and get medical attention. If continued difficulty is experienced, get medical assistance immediately

### Contacts

For additional information please contact **Enco® Manufacturing Corp.**