

PRODUCT DESCRIPTION

Designed by Gretchen Schaufler to make painting a meditative coloring ritual, CB Seashell-Matte™ Latex Enamel comes in a revolutionary color-clinging yogurt-stirring paint formula that makes Schaufler's colors and her paint ONE Master Palette. The vibrational paint harmony of her work is palpable. CB's Seashell-Matte Finish was inspired by the inside of a Bainbridge butter clam, making light-to-dark wall colors look insanely supple. Having been a DIY painter all her life, Gretchen's commitment to liberating homeowners from color conflict and painting a new perspective overnight always results in the most beautiful and most effortless paints to apply. After working with local, regional, and national paint companies in the last two decades, Gretchen chose [Diamond Vogel](#) to share her color mission and customize her paint recipes. Each gallon is the product of Gretchen's artistic process. She works directly with their chemist to formulate her colors into proper wall sizes to ensure color harmony, cohesion, and trust in what you see and feel. Most of all, to deliver the ultimate coloring ritual of transformation for your home.

TYPICAL USES

Formulated for use on residential and commercial interior walls, ceilings, trim and doors. Designed as a finish coat for interior drywall, wood, plaster and masonry surfaces.

PHYSICAL PROPERTIES

- Resin Type Acrylic Latex
- Clean-up Solvent Water
- Finish 0–5 @ 85°
- Solids by Weight 52 %
- Solids by Volume 37 %
- Recommended Dry Film Thickness per Coat 1.5–2 mils
- Wet Film to Achieve DFT 4–5.5 mils
- Theoretical Coverage @ 1 mil 593 ft² /gallon
- Practical Coverage at Recommended DFT 297–395 SQft per /gallon
- Dry Times @ 70° F (21° C) Touch 2–4 hour and 50% R.H. Recoat 4–6 hours
- VOCs <50 grams/liter

1-Spread rates are estimates based on product volume solids and make no allowance for material loss during application. Actual spread rates may vary depending on applicator experience, surface porosity and texture. 2-Dry times may vary depending upon temperature, humidity and degree of air movement.

SPECIFICATIONS

Drywall

- 1 ct Interior Latex Primer
- 2 cts CB Seashell-Matte™ Latex Enamel

Plaster

- 1 ct Interior Primer
- 1 ct Alkyd Enamel Undercoat
- 2 cts CB Seashell-Matte™ Latex Enamel

Ferrous Metal

- 1 ct Metal Primer
- 2 cts CB Seashell-Matte™ Latex Enamel

Galvanized Metal

- 1 ct Metal Primer
- 2 cts CB Seashell-Matte™ Latex Enamel

Aluminum

- 1 ct 1 ct Metal Primer
- 2 cts CB Seashell-Matte™ Latex Enamel

Interior Wood

- 1 ct Latex Enamel Undercoat
- 1 ct Alkyd Enamel Undercoat
- 2 cts CB Seashell-Matte™ Latex Enamel

Smooth Block

- 1 ct Interior Primer
- 2 cts CB Seashell-Matte™ Latex Enamel

Porous Block

- 1 ct Interior Block Filler
- 2 cts CB Seashell-Matte™ Latex Enamel

This data sheet provides general recommendations and is not intended to limit the use of this product. Test areas are always recommended to confirm results. For more detailed recommendations, please contact Color Baggage. Spread rates are estimates based on products volume solids and make no allowance for material loss during application. Actual spread rates may vary depending on applicator experience, surface porosity and texture.

- Dry times may vary depending upon temperature, humidity and degree of air movement.
- Bare surfaces must be properly prepared and primed prior to application of this product.

SURFACE PREPARATION

All surfaces must be cured, clean, sound, dry and free of all dirt, dust, efflorescence, wax, oil, grease, chalk and any other contamination that would interfere with new coating adhesion.

Masonry Surfaces - Poured Concrete, Concrete Block

New concrete and mortar should cure for a *minimum* of 30 days at 72° F (22° C) prior to coating application. Level all surface projections and mortar spatters by stoning. Rake mortar joints clean and remove all soluble salts.

Wood Surfaces Sand smooth any exposed wood surfaces. Patch nail holes and any imperfections with wood filler or putty and sand smooth. Remove sanding dust.

Plaster Surfaces New plaster must cure for a *minimum* of 30 days at 72° F (22° C) prior to coating application. Sand smooth and dust. Fill cracks with spackling compound, allow to dry and sand smooth. Remove sanding dust.

Drywall Surfaces Fill nail holes and imperfections with spackling compound and allow to dry. Sand tape joints and spackled areas and remove dust. New drywall should be primed with an appropriate PVA primer or used as self- priming.

APPLICATION

- Stir material prior to application. Intermix tinted containers to ensure color uniformity of all material.
- Equipment must be clean prior to start. Flush airless lines with clean water.
- Apply by brush, roller or spray. A good quality synthetic brush will make application easier. Select a roller cover suited for the texture of the surface to be coated. Airless tip sizes of .015 to .017 are recommended.
- Apply the product in full even coats and maintain a wet edge. Allow the product to dry between coats.
- Do not dilute.

ENVIRONMENTAL VARIABLES

Protect product from freezing prior to and during application. Minimum surface and air temperature required for application is 50° F (10° C) and at least 5° F (3° C) above the dew point. Curing is affected by temperature, humidity and air movement. The minimums must be maintained for at least eight (8) hours in order to achieve proper film formation. Application at elevated temperatures, wind conditions, and/or low humidity may require special application procedures to achieve proper film formation.

CLEAN-UP

Clean up spills immediately with soap and warm water. Clean hands and tools immediately after use with soap and warm water. After cleaning, flush spray equipment with mineral spirits to prevent rusting of the equipment.

Coating must be fully cured before attempting to wash the surface. Curing is temperature and humidity sensitive, ranging from 14 to 28 days.

CAUTIONS

- For interior use only
- Not intended for use on floors
- Do not apply below 50° F.
- Protect from freezing
- Do not take internally
- Use with adequate ventilation
- KEEP OUT OF REACH OF CHILDREN

*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.

New Galvanized/Aluminum Metal Surfaces

Solvent wipe to remove surface contamination, then use an etching solution or abrade the surface by sanding.

Weathered Galvanized/Aluminum Surfaces

Power or hand wash with detergent and rinse thoroughly. The surface must be dull and slightly rough; use an etching solution or sand if needed.

Ferrous Metal Surfaces

Remove loose rust and mill scale with hand or power abrading tools (reference SSPC-SP-2 or SSPC-SP-3).

Previously Painted Surfaces

- Cleaning is recommended to remove contamination. If oil or grease is present, use of a cleaner/degreaser is required. All cleaning residue must be completely rinsed from the surface. Allow to dry.
- Remove all loose coatings and corrosion by scraping, sanding or other abrading methods. Dull glossy, slick and/or non-porous surfaces with sandpaper.
- Patch and fill areas as needed. Spot prime bare areas with appropriate primer.

Mildew

Remove by using a solution of one (1) part household bleach and three (3) parts water. Apply to the mildewed area and scrub. Allow the solution to remain on the surface for 3 to 5 minutes then rinse completely and allow to dry before coating application. Do not add ammonia to the bleach/water solution.

Limited Warranty

The technical data and suggestions for use contained in this document are true and correct to the best of our knowledge at the date of issuance. The statements of this document do not constitute a warranty, expressed or implied, as to the performance of these products. Since Color Baggage™ does not control the application of its products, or the condition of the surfaces to which they are applied, Color Baggage™ liability will under no circumstances exceed replacement of the product.