



Architectural Coatings

Pure Performance Interior Flat Latex

GENERAL DESCRIPTION

Our premium low-odor, zero-VOC** (volatile organic compounds) flat latex base paint is designed to meet the performance requirements of the institutional, commercial and residential markets. Pure Performance Interior Flat Latex is formulated to provide excellent hiding and application properties in addition to low odor, zero-VOC's**, and anti-microbial properties - a mold/mildew resisting compound has been incorporated in this paint to make the dry paint film mildew resistant. Ideal for use in occupied areas such as: hotel/motel resort properties, nursing homes, homes, schools, government facilities, retail space, office buildings, hospitals, and apartments.

RECOMMENDED USES

- Concrete/Masonry Block
- Plaster
- Ferrous Metal
- Wood
- Gypsum Wallboard-Drywall

CONFORMANCE STANDARDS

- VOC compliant in all regulated areas
- Can help earn LEED® 2009 credits
- GREENGUARD Indoor Air Quality Certified® and GREENGUARD Children & Schools CertifiedSM
- Meets the Collaborative for High Performance Schools (CHPS) Low-Emitting Materials criteria section 01350
- MPI® approval in category #143, Latex Interior Institutional Low Odor/VOC Flat (MPI Gloss Level 1)
- Meets MPI Green Performance Standard (GPS-1 & GPS-2)
- MPI approval in category #143 X-Green

APPLICATION INFORMATION

Stir thoroughly. Apply with a high quality brush, roller, paint pad or by spray equipment. Read all label and Material Safety Data Sheet (MSDS) information prior to use. MSDS are available through our website or by calling 1-800-441-9695.

Airless Spray: Pressure 2000 psi, tip 0.015" - 0.021" Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

Brush: Polyester/Nylon Brush
Roller: 3/8" - 3/4" nap roller cover

FEATURES / BENEFITS

Features

- 0 g/L VOC**
- Low odor
- 100% Acrylic
- Antimicrobial properties
- Good hiding power and coverage
- Soap and water clean-up
- MPI approval in Category # 143 Latex, Interior, Institutional Low Odor/VOC, Flat (MPI Gloss Level 1)
- MPI approval in Category #143 X-Green
- Can help earn LEED 2009 credits

Benefits

- Meets the most stringent environmental regulations nationwide
- Ideal for painting in occupied spaces
- Excellent durability and washable finish
- Resist mold and mildew on the paint film
- Saves money; less material required
- Safe waterborne formula
- Meets strict performance and aesthetic requirements
- Meets MPI's most stringent environmental standard
- Contributes to sustainable design

**Colorants added to this base paint may increase VOC level significantly depending on color choice.

APPLICATION INFORMATION (continued)

Thinning: No thinning is required. If necessary, up to 1/4 pt. (118 mL) of water per gallon (3.78L) of paint may be added.

Permissible temperatures during application:

Material:	50 to 90°F	10 to 32°C
Ambient:	50 to 100°F	10 to 38°C
Substrate:	50 to 100°F	10 to 38°C

PRODUCT DATA

PRODUCT TYPE:	100% Acrylic Latex
GLOSS:	Flat: 1 to 4 (60° Gloss Meter)
VOLUME SOLIDS*:	39% +/- 2%
WEIGHT SOLIDS*:	54% +/- 2%
VOC**:	0 lbs./gal (0 g/L)

WEIGHT/GALLON*: 11.2 lbs. (5.2 kg) +/- 0.2 lbs. (91 g)
*Product data calculated on product 9-100.

COVERAGE*: Approximately 400 sq. ft./gal. (37 sq. m/3.78L) per U.S. gallon (3.78 L) on nonporous surfaces.

Wet Film Thickness:	4.0 mils
Wet Microns:	102
Dry Film Thickness:	1.6 mils
Dry Microns:	41

Coverage figures do not include loss due to surface irregularities and porosity or material loss due to application method or mixing.

DRYING TIME: Dry time @77°F (25°C); 50% relative humidity.
To Touch: 1 hour
To Recoat: 4 hours
Drying times listed may vary depending on temperature, humidity, film build, color, and air movement.

WASHING INSTRUCTIONS: Wait at least 14 days after painting before cleaning the surface with a non-abrasive mild cleaner.

CLEANUP: Clean tools with warm soapy water.

DISPOSAL: Contact your local environmental regulatory agency for guidance on disposal of unused product. Do not pour down a drain or storm sewer.

FLASH POINT: Over 200°F (93°C)

GENERAL SURFACE PREPARATION

Surfaces to be coated must be dry, clean, sound, and free from all contamination including loose and peeling paint, dirt, grease, oil, wax, concrete curing agents and bond breakers, chalk, efflorescence, mildew, rust, product fines, and dust. Remove loose paint, chalk, and efflorescence by wire brushing, scraping, sanding, and/or pressure washing. Putty all nail holes and caulk all cracks and open seams. Sand all glossy, rough, and patched surfaces. Feather back all rough edges to sound surface by sanding. Prime all bare and porous substrates with an appropriate primer.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust or fumes. LEAD IS TOXIC. EXPOSURE TO LEAD DUST OR FUMES CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a properly fitted NIOSH-approved respirator and prevent skin contact to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the USEPA National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead. In Canada contact a regional Health Canada office. Follow these instructions to control exposure to other hazardous substances that may be released during surface preparation.

CONCRETE/MASONRY BLOCK: Mortar should cure for at least 30 days and preferably 90 days prior to priming. Fill block with an appropriate block filler. Surfaces previously coated with water thinned cement-based paint must be prepared with extra care. If the material appears to be adhering tightly, a masonry sealer may be applied to seal the surface. Check adhesion by applying a piece of masking tape. If the sealer peels off and has loose particles, remove all chalking or crumbling material, re-seal and re-check adhesion.

FERROUS METAL: The surface must be cleaned thoroughly to remove any dust, rust, and surface contaminants, and then primed.

GYPHUM WALLBOARD-DRYWALL: Nails or screws should be countersunk, and they along with any indentations should be mudded flush with the surface, sanded smooth and cleaned to remove any dust, then prime prior to painting the substrate.

PLASTER: Plaster, hardcoat, skim coat, or other alkaline surfaces should be allowed to cure for at least 30 days prior to priming with an alkali resistant primer.

WOOD: Unpainted wood or wood in poor condition should be sanded smooth, wiped clean, then primed. Any knots or resinous areas must be primed before painting. Countersink all nails, putty flush with surface, then prime.

RECOMMENDED PRIMERS

Concrete/Masonry Block (Block Fillers)	6-7, 6-15
Concrete, Masonry (Primers, Sealers)	4-603, 17-921
Gypsum Drywall-Wallboard	6-2, 6-4, 6-4900, 9-900, 12-900
Ferrous Metal	90-712, 90-912
Plaster	4-603, 9-900, 17-921
Wood	6-2, 6-4900, 9-900, 12-900, 17-921

LIMITATIONS OF USE

Apply when air, surface and product temperatures are above 50°F (10°C).

PROTECT FROM FREEZING. Not recommended for use on floors.

While this product provides a mildew resistant coating, growth may still occur if the substrate is not properly prepared prior to painting and/or if the substrate is consistently exposed to conditions conducive to mold, mildew, and algae. Examples of these conditions include, but are not limited to areas that are consistently damp with little to no direct sunlight.

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Made in the
USA

TINTING AND BASE INFORMATION

Refer to the appropriate color formula book, automatic tinting equipment, and or computer color matching system for color formulas and tinting instructions.

9-100	Pure White
9-110	Pastel Base*
9-120	Midtone Base*
9-140	Ultra Deep Base*

*Must be tinted.

Some colors, drastic color changes, or porous substrates may require more than one coat to achieve a uniform finish.

PACKAGING

1-Gallon (3.78 L)
5-Gallon (18.9 L)
Quart (946 mL)

Not all products are available in all sizes.