



TIMELESS®

73-110XI Series

Architectural Coatings

Timeless Exterior Paint & Primer in One Flat 100% Acrylic Latex

GENERAL DESCRIPTION

Timeless Exterior Flat paint is ideal for use on properly prepared exterior wood, brick, masonry, concrete, weathered aluminum, weathered vinyl siding and primed metal substrates. Vinyl siding and similar plastic composites should not be painted with a color darker than the original color. Painting vinyl siding or plastic composites with a darker color may cause them to warp. Color selection for use over vinyl siding is limited. For information, call 1-800-441-9695.

RECOMMENDED SUBSTRATES

Aluminum	Ferrous Metal	Stucco
Brick	Fiber Cement	Vinyl
Concrete	Masonry	Wood

CONFORMANCE STANDARDS

VOC compliant in all regulated areas.

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.

73-110XI	White and Pastel Base
73-120XI	Midtone Base*
73-140XI	Ultra Deep Base*

*Must be tinted before use.

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

PACKAGING

1-Gallon (3.78 L)
5-Gallon (18.9 L)

Not all products are available in all sizes.

FEATURES / BENEFITS**Features**

One coat protection*
100% acrylic
Outstanding dirt resistance
Enhanced UV resistance
Excellent adhesion
Provides a mildew and algae resistant coating
Application down to 35°F
Limited lifetime warranty

PRODUCT DATA

PRODUCT TYPE:	100% Acrylic
GLOSS:	Flat: 1 to 5 @ 60° and 85°
VOLUME SOLIDS*:	44% +/- 2%
WEIGHT SOLIDS*:	60% +/- 2%
VOC*:	<50 g/L (0.4 lbs./gal.)
WEIGHT/GALLON*:	11.6 lbs. (5.3 kg) +/- 0.2 lbs. (91 g)

*Product data calculated on product 73-110XI.

COVERAGE: 250 to 300 sq. ft.. (23 to 27 sq. meters) per US gallon (3.78 L)

Wet Film Thickness:	5.3 - 6.4 mils
Wet Microns:	135 - 163
Dry Film Thickness:	2.3 - 2.8 mils
Dry Microns:	59 - 72

Coverage does not include variation due to application methods, surface porosity, and/or mixing. Film build, color and gloss may vary depending on the substrate's porosity. More porous substrates may require a second coat to achieve a uniform appearance.

DRYING TIME: Dry time @ 77°F (25°C); 50% relative humidity.

To Touch:	30 minutes
To Recoat:	4 hours
Dry time @ 35°F (2°C); 50% relative humidity.	
To Touch:	3 to 6 hours
To Recoat:	24 hours

For optimum tannin blocking, allow the first coat to dry a full 24 hours prior to application of a second coat. Drying times listed may vary depending on temperature, humidity, film build, color, and air movement.

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)

Benefits

Saves time and money
Outstanding durability
Provides a clean appearance
Color stays true
Minimizes peeling and cracking
Stays clean
Extends the painting season
Warrants against cracking, peeling & flaking on residential homes

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

Read Label and Material Safety Data Sheet Prior to Use. See other cautions on last page.

GENERAL SURFACE PREPARATION

Surface must be clean and dry. Remove all loose, peeling paint, dirt, mildew, grease, oil, chalk, rust, and any other surface contaminants. Repair all moisture problems. Blistering and peeling issues are commonly caused by moisture behind the paint film. Putty all nail holes and caulk all cracks and open seams. Sand all glossy, rough and patched surfaces. When *Timeless* Paint + Primer in One exterior paint is applied to an uncoated substrate or to bare wood, two coats are required with the first coat acting as the primer. For metal, tannin staining woods, fresh concrete or masonry (less than 30 days cure), or chalky surfaces, use of the appropriate high quality specialty primer is recommended for best results.

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.

ALUMINUM: This substrate may present potential adhesion problems. Any coating applied directly to aluminum should be spot applied, allowed to cure overnight, and then evaluated for adhesion. If adhesion is good, the application may proceed.

BRICK: New brick and mortar should cure for at least 7 days and preferably 30 days prior to priming and painting. The pH of the substrate must be less than 13 before priming. Painting glazed brick is not recommended due to potential adhesion problems.

CONCRETE and MASONRY: New concrete should cure for at least 7 days and preferably 30 days prior to priming and painting. The pH of the substrate must be less than 13 before priming.

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

FIBER CEMENT: Fiber cement siding and trim board may present potential adhesion, alkali burn, and efflorescence problems. New board should be aged for at least 30 days prior to priming and painting. The pH of the substrate must be less than 13 and the moisture content must be less than 12% prior to priming and topcoating. All cracks and opens seams should be caulked to prevent water penetration. Pre-primed board from the manufacturer may not be uniformly or completely sealed. It is recommended that an alkali resistant primer be applied to ensure complete and uniform sealing prior to topcoating.

STUCCO: New stucco should cure for at least 7 days and preferably 30 days prior to priming and painting. The pH of the substrate must be less than 13 before priming. Surface chalk from the curing or aging process should be removed then sealed with an appropriate sealer to rebind and restore the surface to a sound condition.

VINYL and ARCHITECTURAL PLASTIC: Vinyl and similar architectural plastics may present potential adhesion problems. A primer may be required to promote proper adhesion. Consult the manufacturer's guidelines prior to painting. Primer and topcoat should be spot applied, allowed to cure overnight, then evaluated for adhesion. If adhesion is good, the application may proceed. Check adhesion by applying a piece of masking tape. When the masking tape is removed, if the coating peels off, the surface must be scuff sanded prior to proceeding to ensure mechanical adhesion. Vinyl siding and similar plastic composites should not be painted with a color darker than the original color. Painting vinyl siding or plastic composites with a darker color may cause them to warp. Color selection for use over vinyl siding is limited. For information, call 1-800-441-9695.

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

Aluminum	17-921
Brick	4-503, 4-603, 17-921
Concrete & Masonry	4-503, 4-603, 17-921, Self-priming
Ferrous Metal	90-712, 90-912
Fiber Cement	4-2, 4-503, 4-603, Self-priming
Stucco	4-2, 4-503, 4-603, 4-808, 4-809, 4-898, Self-priming
Vinyl	17-921
Wood	17-921, self-priming on non-tannin containing woods

LIMITATIONS OF USE

Apply only when air, surface, and product temperatures are above 35°F (2°C) and at least 5°F (3°C) above the dew point. Air and surface temperatures must remain above 35°F (2°C) for the next 48 hours. Do not apply late in the day when dew and condensation are likely to form or if rain or snow is expected. On large expanses of metal, temperatures must be 50°F (10°C) or higher.

Do not thin.

PROTECT FROM FREEZING.

Not recommended for use on steps or 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.

APPLICATION INFORMATION

Stir thoroughly. When using more than one container of the same color, intermix to ensure color uniformity.

Application Equipment: Apply with a high quality brush, roller, paint pad, or by spray equipment. Where necessary, apply a second coat.

Airless Spray: Minimum requirements: 1 gal./min. flow rate; pressure 1800-2400 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.

Thinning: Thinning is not usually required.

Permissible temperatures during application:

Material:	50 to 90°F	10 to 32°C
Ambient:	35 to 100°F	2 to 38°C
Substrate:	35 to 100°	2 to 38°C

PRECAUTIONS

WARNING! CAUSES RESPIRATORY TRACT IRRITATION. MAY CAUSE ALLERGIC SKIN REACTION. Do not get on skin or clothing. Avoid breathing vapor or mist. Keep container tightly closed and sealed until ready for use. Wash thoroughly after handling. Provide fresh air ventilation during and after application and drying. Avoid the inhalation of dust, particulates, spray or mist arising from the application of this preparation. Use personal protective equipment as required. **Note: These warnings encompass the product series. Prior to use, read and follow product-specific MSDS and label information.** **FIRST AID:** If swallowed, rinse mouth with water (only if the person is conscious). Do not induce vomiting unless directed to do so by medical personnel. If in eyes, rinse with water for 15 minutes. Check for and remove any contact lenses. In case of contact, immediately flush skin with plenty of water while removing contaminated clothing and shoes. Get medical attention if irritation develops. If inhaled, remove to fresh air. If experiencing respiratory symptoms call a POISON CENTER or doctor/physician. Keep out of the reach of children. For workplace use, an MSDS is available from your retailer or by calling (412) 492-5555. EMERGENCY SPILL INFORMATION: (412) 434-4515 (U.S.).

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