

Architectural Coatings

WallHide® Interior Flat Latex Paint

GENERAL DESCRIPTION

Our quality interior flat latex formulated as our workhorse flat product to meet high-end commercial, residential repaint and consumer needs. WallHide Interior Flat Latex offers a tough and durable finish when applied by brush, roller or spray. Designed to offer great scrubbability properties, the latex formula withstands repeated cleaning. WallHide Interior Flat provides a uniform, flat finish on interior walls, ceilings, and trim surfaces. Recommended for use on properly prepared and primed or previously painted dry-wall, plaster, masonry, wood and metal surfaces.

RECOMMENDED SUBSTRATES

Concrete/Masonry Block (block fillers)	Ferrous Metal
Concrete/Masonry Block (primers/sealers)	Gypsum Wallboard-Drywall Wood

CONFORMANCE STANDARDS

- VOC compliant in all regulated areas
- Can help earn LEED 2009 credits

APPLICATION INFORMATION

Stir thoroughly before and occasionally during use. When using more than one can of the same color, intermix to ensure color uniformity. USE WITH ADEQUATE VENTILATION. KEEP OUT OF REACH OF CHILDREN. 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.

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

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.

Thinning: No thinning is usually required. If necessary add up to 1/4 pint (118 mL) of water per gallon (3.78 L) of paint.

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

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.

80-110	White & Pastel Base
80-120	Midtone Base*
80-140	Ultra Deep Base*

*Must be tinted before use.

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

PRODUCT DATA

PRODUCT TYPE:	Vinyl Acrylic Latex
SHEEN:	Flat: 0 to 4 (60° Gloss Meter)
VOLUME SOLIDS*:	33% +/- 2%
WEIGHT SOLIDS*:	45% +/- 2%
VOC*:	<50 g/L (0.4 lbs./gal.)

WEIGHT/GALLON*:	10.5 lbs. (4.8 kg) +/- 0.2 lbs. (91 g)
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*Product data calculated on product 80-110.

COVERAGE: Approximately 400 sq. ft./gal. (37.2 sq. m/3.78L)
Wet Film Thickness: 4.0 mils
Wet Microns: 102
Dry Film Thickness: 1.3 mils
Dry Microns: 33
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.

CLEANUP: Clean tools with warm soapy water

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

DISPOSAL: For disposal guidance of unused amount, contact your local or state government environment regulatory agency. Do not pour down a drain or storm sewer.

FLASH POINT: Over 200°F (93°C)

FEATURES AND BENEFITS

Features

Less than 50 g/L VOC
Good hiding power & coverage
Good scrubbability
Good film build / sag resistance
Good application
Good sheen uniformity
Low spatter formula
Can help earn LEED 2009 credits

Benefits

Meets the most stringent environmental regulations nationwide
Provides a uniform finish
Durable finish withstands repeated cleaning
Resists runs and drips on the wall
Easy to apply
Better finished appearance
Less clean up needed
Contributes to sustainable design

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.

GYPSUM 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.

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 Block (primers/sealers)	4-603, 17-921
Ferrous Metal	90-712, 90-912
Gypsum Wallboard-Drywall	6-2, 6-4, 9-900, 12-900
Wood	6-2, 9-900, 12-900, 17-921

LIMITATIONS OF USE

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

PROTECT FROM FREEZING.

Not recommended for use on floors or in high humidity areas.

PACKAGING

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

Not all products are available in all sizes.

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