



Architectural Coatings

MONARCH IMPERIAL® Interior / Exterior Semi-Gloss Alkyd Enamel

GENERAL DESCRIPTION

Monarch Imperial is a premium quality, alkyd based, even toned, semi-gloss enamel that provides an extremely smooth, durable, and washable finish. Excellent for use on interior walls and wood-work, especially in high traffic areas such as kitchens, bathrooms, and service areas of hospitals, schools, offices, or hotels.

RECOMMENDED SUBSTRATES

Ferrous Metal	Masonry
Galvanized Steel	Plaster
Gypsum Wallboard-Drywall	Wood

APPLICATION INFORMATION

Stir thoroughly. When using more than one can of the same color, intermix to ensure color uniformity. Where necessary, apply a second coat and allow each coat to dry thoroughly before applying the next coat. 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, or by spray equipment.

Airless Spray: Pressure 2000 psi, tip 0.013" - 0.015"

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.

Explosion-proof equipment must be used when coating with these materials in confined areas. Keep containers closed and away from heat, sparks, and flames when not in use.

Brush: High quality natural bristle brush

Roller: 3/16" - 3/8" nap roller cover.

Thinning: Thinning is not recommended.

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

Use PPG Custom Colorants to achieve hundreds of colors. Refer to color formula book for tinting instructions.

23-510	White & Pastel Base
23-520	Midtone Base*
23-530	Deeptone Base*
23-540	Neutral Base*
23-504	Designer White
23-518	White Rock
23-545	White Chip

*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:	Alkyd
SHEEN:	Semi-Gloss: 70 to 80 (60° Gloss Meter)
VOLUME SOLIDS*:	53% +/- 2%
WEIGHT SOLIDS*:	70% +/- 2%
VOC*:	370 g/L (3.1 lbs./gal.)
WEIGHT/GALLON*:	10.2 lbs. (4.6 kg) +/- 0.2 lbs. (91 g)

*Product data calculated on product 23-510.

COVERAGE*: Approximately 300 to 500 sq. ft./gal. (27.9 to 46.5 sq. m/3.78L) on primed surfaces.

Wet Film Thickness:	3.2 to 5.3 mils
Wet Microns:	81 to 135
Dry Film Thickness:	1.7 to 2.8 mils
Dry Microns:	43 to 71

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:	4 to 6 hours
To Recoat:	24 hours
To Full Cure:	30 days

Drying times listed may vary depending on temperature, humidity, color, film build and air movement.

CLEANUP: Mineral Spirits

DANGER: Rags, steel wool or waste soaked with this product may spontaneously catch fire if improperly discarded. Immediately after use, place rags, steel wool or waste in a sealed water-filled metal container. Refer to www.pittsburghpaints.com, Spontaneous Combustion Advisory for additional information.

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: 104°F (40°C)

FEATURES / BENEFITS

Features

Sag Resistant
Smooth Flow
Durable & Washable

Benefits

Build thicker wet/dry paint films
Less brush marks provides smooth film
Easy to clean

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.

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

GALVANIZED STEEL: Caution must be used when selecting coatings for use on all galvanized metal surfaces. These substrates may have a factory-applied stabilizer, which is used to prevent white rusting during storage and shipping. Such stabilizers must be removed by either brush blasting, sanding or chemical treatment prior to priming.

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.

MASONRY: New masonry should cure for at least 30 days and preferably 90 days prior to priming and painting. The pH of the substrate must be less than 10 before priming with an alkali resistant primer.

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.

SOLUBLE STAINS: Apply an appropriate stain-blocking primer over the stained area prior to coating, to avoid bleeding the stain into the topcoat.

RECOMMENDED PRIMERS

Concrete (Primer, Sealers)	4-603, 17-921
Concrete / Masonry Block (Block Fillers)	6-7, 6-15
Ferrous Metal	90-712, 6-208
Galvanized Steel	6-209, 17-921
Gypsum Wallboard-Drywall	5-2, 6-2, 6-4, 9-900
Plaster	4-603, 17-921
Interior Wood	6-2, 9-900, 17-921, 17-956
Exterior Wood	1-70, 6-9, 17-921, 72-1
Stain-blocking	17-921, 17-941

LIMITATIONS OF USE

Apply only when air, surface and product temperatures are above 50°F (10°C) and (for exterior application) surface temperature is at least 5°F (3°C) above the dew point. Avoid exterior painting late in the day when dew and condensation are likely to form, or if rain is expected.

While these products are more resistant to yellowing than most alkyd paints, all oil-based alkyd paints are prone to some discoloration with age. If yellowing is a concern, PPG latex products are recommended.

Not recommended for use on floors.

PACKAGING

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

Not all products are available in all sizes.

PPG Architectural Finishes, Inc. believes the technical data presented is currently accurate; however, no guarantee of accuracy, comprehensiveness, or performance is given or implied. Improvements in coatings technology may cause future technical data to vary from what is in this bulletin. For complete, up-to-date technical information, visit our web site or call 1-800-441-9695.



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