



Architectural Coatings

GLIDDEN DIAMOND®

PPG53-410 Series

GENERAL DESCRIPTION

Discover *Glidden Diamond* Interior Paint + Primer*—a powerhouse paint for your space. Experience how the durability of this one-coat* wonder keeps your walls looking great day after day. This formula is easy to apply, and the advanced leveling ensures a smooth and rich finish. The added benefits of stain-resistance and ultra-scrubbability make it ideal for walls in high-traffic areas. Elevate your space with *Glidden Diamond* in our most popular one-coat* colors.

*One-coat coverage guaranteed only when tinted to designated colors from the *Glidden Diamond* One-Coat Collection. Multiple coats may be required for some surfaces. To learn more and find color list, visit glidden.com.

RECOMMENDED SUBSTRATES

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

FEATURES / BENEFITS

Ultra-Scrubbable One-Coat* Paint
Advanced Leveling For Smooth Application & Rich Finish
Stain Resistant for High Traffic Areas
Zero VOC**, Low Odor
GreenGuard Gold-Certified
Provides A Mold & Mildew Resistant Coating

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

CONFORMANCE STANDARDS

VOC compliant in all regulated areas



TINTING AND BASE INFORMATION

PPG53-410	Pure White (Base 1)
PPG53-420	Base 2 (Must Be Tinted)*
PPG53-440	Base 3 (Must Be Tinted)*

*Must be tinted before use. Refer to the appropriate color formula book, automatic tinting equipment, and or computer color matching system for color formulas and tinting instructions.

PRODUCT DATA

PRODUCT TYPE:	100% Acrylic Latex
SHEEN*:	Satin, 15-25 @ 60°; 35-45 @ 85°
VOLUME SOLIDS*:	42% +/- 2%
WEIGHT SOLIDS*:	55% +/- 2%
WEIGHT/GALLON*:	10.9 lbs. (4.9 kg) +/- 0.2 lbs. (91 g)
VOC:	0 g/L (0.0 lbs./gal.)**

*Product data calculated on product PPG53-410.

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

COVERAGE: Up to 400 sq. ft. (37 sq. meters) per U.S. Gallon (3.78L) on primed, smooth, nonporous surfaces.

Wet Film Thickness:	4.0 mils
Wet Microns:	102
Dry Film Thickness:	1.7 mils
Dry Microns:	43

Coverage figures do not include material loss due to surface irregularities and porosity, or material loss due to application method or mixing. Some surfaces including uncoated substrates, repaired surfaces, porous surfaces, stained areas, and drastic color changes may require a primer or more than one coat to achieve a uniform finish and complete hide.

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

To Touch:	30-60 minutes
To Recoat:	2-4 hours
To Full Cure:	30 days

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)

PACKAGING

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

Not all products are available in all sizes.

GENERAL SURFACE PREPARATION

Surface must be clean and dry. Remove all loose, peeling paint, dirt, grease, and any other surface contaminants. Putty all nail holes and caulk all cracks and open seams. Sand all glossy, rough, and patched surfaces. Plaster, concrete, and masonry surfaces must be completely dry, free of efflorescence, and allowed to cure for 30 days prior to painting. When applied to an uncoated substrate or to bare wood, two coats are required with the first coat acting as the primer. For severe stains, water marks, and other challenging conditions, such as bare metal or chalky surfaces, use an appropriate specialty 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. Follow these instructions to control exposure to other hazardous substances that may be released during surface preparation.

CONCRETE: New concrete should cure for at least 30 days and preferably 90 days prior to painting. The pH of the substrate must be less than 10 before painting.

CONCRETE/MASONRY BLOCK: Mortar should cure for at least 30 days and preferably 90 days prior to painting. 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 with a metal primer.

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, 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 painting.

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

LIMITATIONS OF USE

FOR INTERIOR USE ONLY. Apply when air, product and surface temperatures are between 50°F (10°C) and 90°F (32°C).

Not recommended for use on steps or floors.

PROTECT FROM FREEZING.

APPLICATION INFORMATION

Stir thoroughly before using and occasionally when in 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 Safety Data Sheet (SDS) information prior to use. SDS are available through our web site 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 and allow each coat to dry thoroughly before applying the next coat.

Airless Spray: Pressure range 1500 - 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: Nylon/Polyester Brush

Roller: 3/8" - 3/4" nap roller cover

Thinning: Do not thin.

Permissible temperatures during application:

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

PRECAUTIONS

For warning information, please refer to the SDS and label. Keep container tightly closed and sealed until ready for use. SDS, spill, and emergency information are available by calling 1-833-477-1553.

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