



TECHNICAL DATA SHEET
SICO ENDURANCE™ 743-50X
INTERIOR 100% ACRYLIC LATEX PAINT
Water-based product, eggshell finish

Product Description

ZERO VOC^A premium 100% acrylic paint and primer, ideal for use on properly prepared, interior walls, ceilings, or trim composed of new or previously painted drywall, plaster, masonry, wood, and metal. It combines what's most important in a primer and premium quality paints, for a durable finish in less time.

Advantages

- Premium Paint & Primer.
- Tough, Resilient finish.
- Excellent hide.
- Ultra scrubbable.
- Scuff & Stain-resistant.
- Burnish resistant.
- Long-lasting colour.
- Zero VOC^A
- Formulated to resist mildew growth on the paint film.
- Easy to apply.
- Water-based product which allows tool clean-up with water.

Available Colours

743-501	Tintable White
743-502	Medium Base ^B
743-503	Neutral Base ^B

^BMust be tinted before use

^AColourants added to this base paint may increase VOC level significantly depending on colour choices.

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

Projects

Environment

Interior only.

Use

New and maintenance work.
Residential and commercial sites.
Walls and ceilings of any room that do not require frequent washing.

Surfaces

- Ideal for use on properly prepared, interior walls, ceilings, or trim composed of new or previously painted drywall, plaster, masonry, wood, and metal.
- Surfaces in good condition previously painted with a water-based product and properly prepared.

Notes

On above average size ceilings, it is best to use a specialized paint for ceilings.
Do not apply directly over steel, iron or other metals.
Not formulated to be used on floors.
Some colours, or drastic colour changes, may require an additional coat of paint.
Do not mix with other paints or thinners.

Certifications

MPI #139 Latex, Interior, High Performance Architectural, (MPI Gloss Level 3)
Contributes toward satisfying LEED[®] v4 EQ credits due to low VOC.

Satisfaction Guaranteed: The manufacturer warrants your complete satisfaction with the performance of this product for as long as you own or reside in your home when our product has been applied and maintained according to label directions. This satisfaction guarantee is non-transferable. The manufacturer does not warrant against problems with the product which are caused by factors beyond its control, such as structural defects, damage to the coating film by others, poor condition of the substrate, improper application, etc. If not satisfied as warranted, return the unused portion along with sales receipt to place of purchase. You will receive as your exclusive remedy either a refund of the price paid for the product or replacement with product of equal value. This warranty specifically excludes labour or costs of labour for the removal or application of any coating and indirect, special, consequential, and incidental damages.

Before use, be sure to read and follow the instructions and warnings on the label and Safety Data Sheet. See other cautions on last page.
Edition 01/2023

Technical Specifications (21°C (70°F))

Appearance

Opaque

Gloss Level

Eggshell finish

- Gloss at 60°: 10 to 20%
- Gloss at 85°: 20 to 35%

Composition

- Diluent: Water
- Binder: 100% Acrylic

Drying*

- Touch dry: 30 to 60 minutes
- Before recoating: 2 to 4 hours
- Full curing: 30 days

When relative humidity is higher than 50%, double the required time.

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

Spreading Rate per Coat

3.78 L: Approximately 37 square metres (400 sq. ft.) on smooth, nonporous surfaces.

Coverage figures do not include material loss due to application. Some colours, drastic colour changes, or porous surfaces may require additional coats of paint to achieve a uniform finish.

Volatile Organic Compounds (VOCs)*

- According to ASTM D3960-05: ⁰g/L
- **No emission is detectable by the United States Environmental Protection Agency (USEPA) Test Method 24. Some base may contain VOC. The addition of colourant will introduce VOCs.*

Solids by Volume* 38.2%

Flammability Non flammable

Minimal Film Thickness*

(According to the maximum spreading rate)

- Wet: 102 µm
4.0 mils
- Dry: 39 µm
1.5 mils

*Technical data source: 743-501

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.

Primers: This paint may be used as a primer coat on bare areas or total surface. However, for optimum results, especially on tough stains or on very porous or absorbent surfaces, it is recommended to apply the suitable basecoat.

Concrete, Stucco, or Masonry: Plaster, concrete, and masonry must be completely dry, free of efflorescence, and allowed to cure for 30 days prior to painting. Remove surface dust.

Previously Painted Alkyd Surfaces in Good Condition: Prime surface with an appropriate primer. When applied to an uncoated substrate or to bare wood, two coats are required, with the first coat acting as the primer. Uncoated substrates, repaired surfaces, or lightly stained areas may require additional coats. For severe stains, water marks, and other challenging conditions, such as bare metal or chalky surfaces, use an appropriate specialty primer.

Bare surfaces: Sand the joint compound. Eliminate sanding dust, any dirt or contaminant.

Painted surfaces: Clean with an appropriate cleaner for removing the contaminant. Rinse thoroughly with clear water and let dry completely. Remove mildew with a solution of household bleach (1 part household bleach to 3 parts of water). Wear rubber gloves and eye protection. Rinse thoroughly with clear water and let dry completely. Touch up bare spots. Sand all glossy, rough and patched surfaces. Cover or mask surfaces that are not to be painted.

Bare wood: If wood exudes resin, scrape the excess and clean surface with alcohol or paint thinner. Seal knots and sap streaks with shellac before applying the product. Apply GOPRIME® 150-135 or 200-135. When applied to an uncoated substrate or to bare wood, two coats are required with the first coat acting as the primer. On plywood and on bleeding woods, such as cedar and mahogany, use *GoPrime* 200-135.

Tough stains or on very porous or absorptive repairs: For optimal results, locally apply one coat of *GoPrime* primer 190-135 or 150-135.

New galvanized metal: Corrostop Ultra 635-045 or *GoPrime* 190-135.

Previously painted latex surfaces in good condition: No primer is required.

Touch-up: If the touch-up remains apparent, apply an additional coat on same area or on entire surface.

PRECAUTION: Dry sanding will give rise to dust and/or hazardous fumes. Wear suitable respiratory protective equipment. **WARNING!** If you scrape, sand, or remove old paint, you may release lead dust. **LEAD IS TOXIC.** Contact a regional Health Canada office for more information.

Application

Stir thoroughly. Do not thin. Apply with a high-quality brush (polyester/nylon), roller (nap size – 10 mm for smooth surfaces, 13 mm for ceilings, and up to 20 mm for rough or textured surfaces), paint pad, or by airless spray equipment. When using more than one container of the same colour, intermix to ensure colour uniformity. Apply only when air, surface, and product temperatures are between 10°C (50°F) and 32°C (90°F). For more information, visit the website at www.sico.ca or call our customer service: 1-800-463-7426.

Safety Measures

MAY BE HARMFUL IF SWALLOWED. MAY CAUSE EYE AND SKIN IRRITATION. Avoid breathing vapours, spray or mists. Avoid contact with skin and eyes. Wear protective gloves/clothing and eye/face protection. Keep out of reach of children. **Note: These warnings encompass the product series.** **Prior to use, read and follow product-specific SDS and label information. FIRST AID TREATMENT:** If swallowed, call a Poison Control Centre or doctor immediately. If in eyes or on skin, rinse well with water. If breathed in, move person to fresh air. Contains: titanium dioxide; Nepheline syenite; Diatomaceous earth; Limestone; Kaolin. Contains isothiazolinones. May cause allergic reaction. Keep container tightly closed and sealed until ready for use. For workplace use, an SDS is available from your retailer or by calling 1-800-463-7426. **EMERGENCY SPILL INFORMATION:** (412) 434-4515 (U.S.), (514) 645-1320 (Canada).

Surface Maintenance

- Wait for its full curing before washing the product or testing its adhesion: minimum 30 days depending on temperature and relative humidity (longer in conditions of high humidity or low temperature). Use a non-abrasive cleaner and a soft cloth. The use of a cleanser or a technique that is too abrasive affects the appearance of the surface.
- If required, touch up bare areas with primer and apply another coat on the whole surface.

Recommendations

Application Conditions

Temperature: 10 to 32°C (50 to 90°F)
(ideal 20°C ± 5°C [68°F ± 9°F])

Relative humidity: Ideal between 15 and 55%, maximum 85%.

Maintain these conditions during the application and the following 24 hours. Low temperature, high humidity, thick films or poor ventilation extend drying time.

Tools

- Paintbrush: Synthetic bristles (nylon, polyester)
- Roller:
 - Walls: 10 mm (3/8 in.);
 - Ceilings: 13 mm (1/2 in.).
- *Spray (airless equipment)
 - Tip size: 0.015 to 0.021 in.;
 - Pressure: 1500 to 2000 psi.

Always use top quality application tools.

*Spray recommendations may vary from figures listed depending on equipment manufacturer.

Cleaning Tools

Clean tools with warm, soapy water.

Storage and Transportation

Keep in a dry and ventilated area, between 10 and 30°C (50 and 86°F).

PROTECT FROM FREEZING.

Disposal

Consult your municipality about proper disposal procedure of residue in accordance with the laws and respect the environment. Do not pour down a drain or storm sewer.

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