



COLORMAX INTERIOR MATTE LATEX ENAMEL 1896

Resin Type	Sheen	Quality Level	Spread Rate	Clean Up	Thinner	Dry at 77°F.	V.O.C. Level
100% acrylic latex	matte	premium	400 - 450 sq. ft./gal. (on smooth surfaces)	water	water	30 min. tack free 4 hours recoat	< 250 g/L

Description

This premium flat enamel is formulated to provide the best durability of any flat wall paint available in the market today. Color Max is designed to provide superior mar and burnish resistance as well as superior scrub and stain resistance in rich to vibrant color selections. Normal finger prints, most dirt, grease, grime and many other stains will easily wash off with mild soap and water.

Where To Use

This product is designed for application on interior walls, ceilings and properly primed woodwork, where a mar resistant, washable, durable flat finish is desired. It may also be used in interior masonry surfaces. Do not use on floors or other similar surfaces. This product is not recommended for high heat, water immersion or corrosive chemical applications.

Surface Preparation

Drywall - Repair cracks & holes with spackle. Allow for adequate drying and sand smooth. Remove all accumulated dust particles on both old and new sheet rock jobs before painting. If desired, Color Max can be used as a self primer product.

Masonry - Allow for complete curing process before painting. Please refer to the masonry manufacturing guidelines when determining the concrete curing framework. Remove all form releasing agents and efflorescence salts before applying paint. Wood - fill in holes and imperfections with wood putty. Sand and remove dust before painting.

Primer

New drywall or plaster - #1250 Drywall Primer, #9002 Wall-Prep. **New wood surfaces** - #9002 Wall-Prep. **Over extractive woods** - #4250 Housecoat Primer. **Masonry** - #1450 Block Filler, #1250 Primer. **Unpainted Metal** - Use suitable metal primer. Please consult with paint associate to discuss colored primer options that are best suited for the selected top coat color. **Old painted surfaces** - If surface is in good condition, no primer is needed.

Application

All surfaces must be clean, dry and free of dirt, oil, wax, dust, grease and loose old paint. Stir contents thoroughly before and during application. Apply a full, generous coat. may be brushed rolled or sprayed. It is recommended for best results that a quality 3/8" woven nap cover be used. Keep a wet edge to avoid lap marks. Do not apply below 50°F or above 90°F. Apply generously.

Recommended Wet Film Per Coat: 3.5 mils.
Recommended Dry Film Per Coat: 1.2 mils.

Available Colors

Tintable to over 2,000 colors with bases.

Caution

Keep from freezing.
See other cautions on back.

Helpful Hints

Walls may be washed 4 weeks after application. Use a mild detergent or non-abrasive cleanser when washing walls. Purchase enough paint to finish the job. Intermix containers to insure color uniformity.

Environmentally Friendly Tips

- Only purchase the quantity you need.
- Do not mix paints for storage or disposal. Leave paint in the original container.
- Do not throw liquid paint in the trash or pour it down the drain.
- Small amounts of latex paint can be air-dried and disposed through your trash collection system.
- Recycle leftover or unused paint. Call your local government for recycling advice.

Packaging Options

- Five gallon pails
- Gallons and Quarts

Physical Data

(figures shown are approximate)

Solids by Weight	35% +/- 2%
Solids by Volume	33% +/- 2%
Weight per Gallon	8.8 #/gal.
Viscosity	95 KU
Gloss @ 60°	3-4
Flashpoint	Over 200°F
Sag Rating (ASTM D4400)	> 12 mils
Hegman Grind (ASTM D1210)	4 1/2
Washability (ASTM 3450)	Excellent

Limitations

Not recommended for use on the following:

- floors or other horizontal surfaces
- areas of corrosive chemical environments
- rusted substrates without adequate surface preparation and must be primed to minimize rust staining through the topcoat.
- Do not apply in temperatures below 50°F. In colder temperatures, bring product up to normal room temperature before using

Excessive color tinting may cause unsatisfactory drying. Since these are water base coatings, dry time will be affected by temperature and humidity.

Not recommended for immersion service or use on damp or wet surfaces, high heat, or humid conditions.

Health And Environment

This material contains no lead, mercury or crystalline silica. Material Safety Data Sheets are available upon request. When

In all cases, please read respirator manufacturer's instructions and literature carefully to determine the type of airborne contaminants against which the respirator is effective, and how it should be properly fitted.

Some of the components of various coatings may be irritating to the skin and/or eyes, so contact should be prevented. In case of contact, flush skin thoroughly with soap and water. For eyes, flush with plenty of water for at least 15 minutes and get medical attention immediately.

During the application of all coating materials, all flames, welding and smoking must be prohibited.

Before using the products listed herein, carefully read each product label and follow directions for its use. Please read and observe all the warnings and precautionary information on the product labels.

CAUTION! DO NOT TAKE INTERNALLY! CLOSE CONTAINER AFTER EACH USE! KEEP OUT OF THE REACH OF CHILDREN!

Avoid prolonged breathing of vapor and spray mist. Coatings should only be applied when ventilation is adequate. When available ventilation may not be adequate, applicators should wear respiratory protection, choosing the proper respirator with aid of the following:

Outdoor or open areas: Use filter type respirators (approved with NIOSH/MSHA) to remove solid airborne particulates from overspray.

Restricted ventilation areas: Use combination organic vapor-filter type respirators (approved with NIOSH/MSHA) which are designed to purify the air by removing solid airborne particulates and organic vapors.

Confined areas: Use supplied air respirators or hoods (approved with NIOSH/MSHA)

IMPORTANT! When applying coatings by spray equipment, observe all precautionary safety measures. Spray equipment must be handled with due care and in strict accordance with manufacturer's recommendations for personal safety, and to prevent fire. If precautions are not taken, spraying of any material can be hazardous, particularly when using high pressure airless equipment. High pressure may inject coating into the skin causing serious injury, requiring immediate poison center contact and/or hospital treatment. When using or handling spray equipment hoses and the like, observe all required safety practices. In addition, when spraying paint or coatings, wear a respirator recommended for the product being handled. In all cases, wear protective eye equipment.

First Aid Statement

If swallowed, do induce vomiting. In case of skin contact, wash affected area with mild soap and water. In case of eye contact, flush eyes immediately with plenty of water for 15 minutes. If affected by inhalation of vapor or spray mist, remove to fresh air. Apply artificial respiration and other supportive measures as required. If any of the following occur during or following use of this product, contact a **POISON CONTROL CENTER, EMERGENCY ROOM OR PHYSICIAN IMMEDIATELY** (have label information available):

- Ingestion
- Excessive exposure to a corrosive material
- Persistent skin/eye irritation or breathing difficulties
- Other symptoms

7/1/06

Precautionary Information

spraying, use suitable respiratory protection and provide adequate ventilation. Disposal of most latex paints is allowable in landfills if material is in solid form. Always check with local regulations. Leftover Latex paint is recyclable. Contact your local government recycling program for more information.

WARNING: This product complies with Federal law restricting the presence of lead in consumer coatings. Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. **EXPOSURE TO LEAD DUST OR FUMES MAY CAUSE ADVERSE HEALTH EFFECTS, ESPECIALLY IN CHILDREN OR PREGNANT WOMEN.** Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For additional information, contact the USEPA/Lead Information Hotline at 1-800-424-LEAD.

Medical Response

Emergency Medical Information 1-800-535-5053

The facts and figures represented in the specification manual are accurate to the best of our knowledge, and are the results of testing in our laboratory. We do not express, warrant or guarantee the accuracy, completeness, or reliability of same. Since Hirshfield's paint Mfg. is constantly improving its products, future technical data may vary somewhat from what was available when this bulletin was printed.

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Printed on recycled paper
50% Recycled
20% Post-Consumer
30% Post Industrial