



COLOR MAX

100% Acrylic Performance Coating

1896 – Matte

2996 – Eggshell

3196 – Satin

General Description

Color Max is a specialty product specifically designed for tinting rich and vibrant colors. It provides exceptional mar and burnish resistance in these color ranges.

Where to Use

Previously painted or primed interior walls and ceilings for both new and re-paint applications in residential, commercial, and managed properties.

General Surface Preparation

Surface to be coated must be clean, dry, and free from all surface contaminants including but not limited to: dust, dirt, oil, grease, mildew, efflorescence, chalk,

curing compounds, and release agents. All old loose and/or peeling paint must be removed to provide a sound surface. Dull all glossy surfaces to create a slight profile by lightly sanding.

- **Drywall:** Fill nail holes and imperfections with spackle or joint compound. When thoroughly dry, sand all patches and tape joints smooth and remove all sanding dust.
- **Concrete / Masonry:** New concrete and mortar must cure for a minimum of 30 days. Remove all form release agents, curing compounds, efflorescence, and any other foreign materials.
- **Plaster:** Fill nail holes and imperfections with spackle or joint compound. When thoroughly dry, sand all patches smooth and remove all sanding dust. New plaster must cure a minimum of 30 days.
- **Wood:** Sand smooth any exposed wood, fill nail holes and any imperfections with wood filler and sand smooth. Remove all sanding dust.

Gaps between walls, ceilings, crown moldings, and other trim can be filled with a high quality, paintable, siliconized acrylic caulk after priming the surface.

Physical Product Data	1896 (Matte)	2996 (Eggshell)	3196 (Satin)
Product Type	100% Acrylic	100 Acrylic	Acrylic Blend
Volume Solids	31% ± 2%	29% ± 2%	28% ± 2%
Solids by Weight	34% ± 2%	31% ± 2%	29% ± 2%
V.O.C.'s**	<150 g/L	<250 g/L	<250 g/L
Weight per Gallon	8.7 lbs.	8.6 lbs.	8.5 lbs.
Viscosity (Before Tinting)	110 KU	115 KU	115 KU
Flashpoint	>200 °F	>200 °F	>200 °F
Gloss at 60°	4-6	8 - 10	30 - 40
Coverage per Gallon	400 ft ²	400 ft ²	400 ft ²
Recommended Wet Mil Thickness	3.5	3.5	3.5
Recommended Dry Mil Thickness	1.2	1.2	1.2
MPI Certifications			

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 BRAIN DAMAGE OR OTHER 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 NIOSH approved respirator, and containment, and clean-up. For more information, contact the USEPA National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Recommended Primers*

Drywall	Hirshfield's	1270 – Contractor Select Zero Primer 1258 – Contractor Select PVA Drywall Primer 1255 – Prime-Seal PVA Drywall Primer 1250 – Drywall Primer
Concrete / Masonry	Hirshfield's	1450 – Pro-wall 4000 Latex Block Filler 4050 – A.M.P Acrylic Masonry Primer
Plaster	Hirshfield's	1270 – Contractor Select Zero Primer 1258 – Contractor Select PVA Drywall Primer 1255 – Prime-Seal PVA Drywall Primer 1250 – Drywall Primer
Wood	Zinsser®	569682X – AllPrime Interior Water-Base Primer & Sealer
Metal	Hirshfield's	9250 – Acrylic DTM Primer

* Other primers may be appropriate. Check with your Hirshfield's representative for other recommendations. Certain colors or drastic color changes may require a gray shaded primer. Stains from water, smoke, ink, permanent marker, grease, etc. should be sealed with an appropriate stain killing primer/sealer.

Application Guide

Stir contents thoroughly before and during application. Internix containers of the same color to insure color uniformity. Apply 1 or 2 full coats as needed, keep a wet edge to avoid lap marks. Let dry thoroughly between coats.

- **Application Tools:** High quality polyester or chinex bristle brush. High quality synthetic roller cover. Many manufacturers offer specialty brushes and roller covers designed specifically for today's minimal emission paints.
- **Airless Sprayer:** Minimum Pressure 2000 psi, .015 - .019 tip size. It is always advisable to back-roll the area to ensure proper adhesion and an even coat application.

Thinning is not normally required but may be necessary under certain conditions such as low humidity, or warm conditions. If needed add no more than 4 ounces of clean water per gallon. A suitable paint extender can also be used.

Do not apply when air and substrate temperatures are below 50° F or above 90° F

- **Dry times:** @77°F, 50% RH – to touch 30-60 minutes - to recoat 4 hours. Dry times can vary depending on temperatures, humidity, color, and film build.
- **Cleanup:** Clean up spills or splatters immediately with soap and warm water. Clean painting tools with soap and warm water. After cleaning spray equipment with water, flush with mineral spirits to prevent rusting. Follow all manufacturers safety recommendations when using mineral spirits or other solvents.

Not recommended for exterior use, use in corrosive or chemical environments, or for application to floors, decks or to surfaces subject to immersion or prolonged contact with water. **KEEP FROM FREEZING!**

Environmental, Health & Safety Information

Some of the components of various coatings may be irritating to the skin and/or eyes. Use only with adequate ventilation. Avoid prolonged breathing of vapor, spray mist or sanding dust by wearing an approved NIOSH respirator. Follow respirator manufacturer's directions for use.

Wash thoroughly after handling. Close container after each use.

When spraying be sure to follow all precautionary safety measures. Spray equipment must be handled with due care and in strict accordance with sprayer manufacturer's recommendations. High pressure may inject the coating into the skin causing serious injury. Use of a NIOSH approved respirator when spraying is recommended.

Do not pour leftover material down a drain or storm sewer. Always recycle leftover material when possible. Consult your local sanitation department or recycling center for disposal options. Hirshfield's is a member of MN Paint Care Inc. For more information visit www.paintcare.org

First Aid Information

In case of eye contact, flush immediately with plenty of water for at least 15 minutes. Get medical attention immediately if irritation persists. For skin contact, wash thoroughly with soap and water. **Use with adequate ventilation.** If you experience difficulty breathing, headache, or dizziness, leave the area and obtain fresh air. If symptoms persist, seek medical attention.

If swallowed, call the POISON CONTROL CENTER, EMERGENCY ROOM, OR PHYSICIAN IMMEDIATELY.

KEEP OUT OF REACH OF CHILDREN!

DO NOT TAKE INTERNALLY!

Safety Data Sheet (SDS) information is available at www.hirshfields.com

NOTICE: The information and recommendations set forth in this document are true and correct to the best of our knowledge at the time of publication. We do not express, warrant or guarantee the accuracy, completeness, or reliability of same. Improvements in coatings technology may cause future technical data to vary from what was available when this bulletin was printed.

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