

Color Max

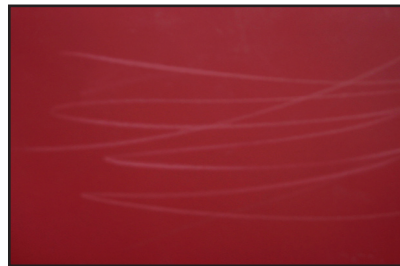
Performance Coatings for Rich and Vibrant Colors

Hirshfield's Paint Manufacturing

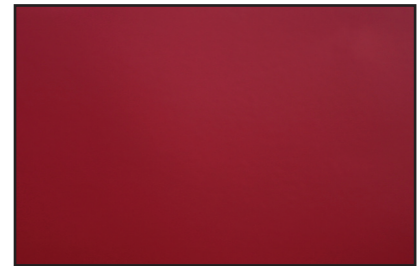


- Premium Interior 100% Acrylic Latex
- Available in Matte and Eggshell
- Superior Burnish and Mar Resistance
- Excellent Water Resistance – will not streak in kitchens or bathrooms when splashed with water.
- Suitable for Walls and Trim
- Low Odor
- Spatter Resistant
- Soap and Water Cleanup
- Can be used on properly primed and prepared wood, plaster, sheetrock, metal and masonry

Hirshfield's Color Max is a high performance, professional grade acrylic latex neutral base product designed for rich and vibrant colors. It has been specifically developed to perform to the highest standards obtainable in deep tint latex paints. Color Max is manufactured with a unique blend of high-performance acrylic resins combined with proprietary ingredients and technologies making the surface coating extremely durable. Color Max provides superior resistance to scuffing and marring when compared to other competitive flat, matte and eggshell products, including ceramic technology paints.



Conventional Flat Latex Paint shows marring when rubbed, touched or scratched.



Hirshfield's Color Max Matte demonstrates no burnishing or marring.

Hirshfield's Color Max is a high-end coating and needs to be applied accordingly. Hirshfield's recommends a quality woven 3/8" nap roller. Walls should be cut in and rolled twice. Color Max is intended to provide superior performance in application and maintenance standards. Final sheen appearance of Color Max flat will be very similar to Platinum Ceramic™ Matte.

* Color Max is not intended to deliver superior hide which is a function of color chosen.

Physical Data	1896 Matte	2996 Eggshell
Solids by Weight	35%	35%
Solids by Volume	32%	32%
Weight per Gallon	8.75	10.62
Viscosity	100KU	100KU
Flashpoint	Over 200°F	Over 200°F
Gloss @60°	3-5	6-8
Sag Rating (ASTM D4400)	>12	>12
Flow and Leveling (ASTM D4602)		8
Stain Removal (ASTM D3450)	Excellent	Excellent
Wet Film/Coat	4 mils	4 mils
Dry Film/Coat	1.3 mils	1.3 mils
Dry at 77° F: 30 minutes tack free, 2 hours to recoat		



Hirshfield's

available at all Hirshfield's retail and contractor stores

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<http://www.hirshfields.com>