



Platinum Ceramic

100% ACRYLIC INTERIOR ULTRA PREMIUM

179X MATTE · 279X EGGSHELL · 289X SATIN

General Description

Our finest ultra premium interior paint and primer with the added benefit of ceramic microspheres for improved hardness, along with increased stain, mar and burnish resistance. This feature along with Microban® antimicrobial protection makes Platinum Ceramic unique in the marketplace and one of the best performing interior paints available.



MICROBAN® PRODUCT

PROTECTION: Platinum Ceramic contains Microban® antimicrobial product protection. This unique additive will inhibit the growth of stain and odor causing bacteria, mold, mildew, and other fungal growth on the dried paint film. Microban® provides an added level of protection between cleanings, but does not take the place of normal cleaning and disinfecting procedures and will not protect users or others against food-borne illness. Microban® additives are E.P.A. registered for use in paint. For more information visit www.microban.com

Where to Use

Properly prepared interior walls and ceilings for both new and re-paint applications in residential, commercial, healthcare facilities, and managed properties, wherever a durable, washable, mar and burnish resistant finish is required.

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.

Physical Product Data [◇]	1790 (Matte)	2790 (Eggshell)	2890 (Satin)
Product Type	100% Acrylic Latex	100% Acrylic Latex	100% Acrylic Latex
Volume Solids	42% ± 2%	37% ± 2%	35% ± 2%
Solids by Weight	57% ± 2%	52% ± 2%	47% ± 2%
V.O.C.'s	<50 g/L	<50 g/L	<50 g/L
Weight per Gallon	11.4 lbs.	10.9 lbs.	10.2 lbs.
Viscosity	102 - 107 KU	102 - 107 KU	100 - 105KU
Flashpoint	N/A	N/A	N/A
Gloss at 60°	3 - 5	8 - 10	25 - 35
Coverage per Gallon (smooth nonporous surfaces)	350 – 400 sq. ft.	350 – 400 sq. ft.	350 – 400 sq. ft.
Recommended Wet Mil Thickness	4.0	4.0	4.0
Recommended Dry Mil Thickness	1.4	1.4	1.4
MPI / Other Certifications	GREEN WISE® Certified	GREEN WISE® Certified	GREEN WISE® Certified
Available Colors	White, tintable to over 1,000 custom colors	White, tintable to over 1,000 custom colors	White, tintable to over 1,000 custom colors
Packaging Options	Quarts; Gallons; 5 Gallon	Quarts; Gallons; 5 Gallon	Quarts; Gallons; 5 Gallon

[◇] Reported values are for white base

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

WARNING!! If you scrape, sand, or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a properly fitted NIOSH-approved respirator 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 National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Application Guide

Stir contents thoroughly before and during application. Intermix 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 nylon or polyester bristle brush. High quality synthetic roller cover.
- **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.

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 2- 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.

Not recommended for 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!**

Recommended Primers: This product is self priming over new or previously painted plaster or drywall. When painting over patched areas, or new unprimed or unpainted drywall, two coats of this product are required. The first coat acts as the primer with the second coat being the finish coat. If you prefer to use a primer, choose one of the following;

Recommended Primers*		
Drywall	Hirshfield's	1270 – Contractor Select Zero Primer 1258 – Contractor Select PVA Drywall Primer 1255 – Primer Sealer Drywall Primer 1250 – Drywall Primer 70150 – Premier Drywall Primer
Concrete / Masonry	Hirshfield's	1450 – Acrylic Latex Block Filler 4050 – A.M.P Acrylic Masonry Primer
Plaster (cured)	Hirshfield's	1270 – Contractor Select Zero Primer 1258 – Contractor Select PVA Drywall Primer 1255 – Primer Sealer Drywall Primer 1250 – Drywall Primer
Wood	Zinsser®	56924972X – Smart Prime® Water-Base Primer
Metal	Hirshfield's	Consult with your Hirshfield's representative for recommendations

* 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.

Environmental, Health & Safety Information

May cause irritation to the skin or eyes. **Use only with adequate ventilation.** Avoid prolonged breathing of vapor, spray mist or sanding dust. Ensure fresh air entry during application and drying. Avoid exposure to dust and spray mist by wearing a properly fitted and approved NIOSH respirator. Follow respirator manufacturer's directions for use. Avoid contact with the skin and eyes. Wash skin thoroughly with soap and water after handling.

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. Use of a NIOSH approved respirator when spraying is recommended.

Do not pour leftover material down a drain. 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.

CLOSE CONTAINER AFTER EACH USE!

KEEP OUT OF REACH OF CHILDREN!

DO NOT TAKE INTERNALLY!

For additional health and safety information refer to the Safety Data Sheet (SDS) 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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