



Platinum Exterior

100% ACRYLIC EXTERIOR ULTRA PREMIUM with CROSSLINKING TECHNOLOGY

579X SERIES - FLAT FINISH

589X SERIES - EGGSHELL FINISH

General Description

Formulated with the latest innovations available including crosslinking technology. This self-priming exterior coating forms a tough, flexible, continuous film that protects the substrate from the harshest elements including rain, sleet, snow, and damaging UV rays, Contains additives that inhibit the growth of mold, mildew, and algae on the painted surface.

Where to Use

New or previously painted or primed exterior substrates, including most wood siding, shakes, cement board, hardboard, steel, vinyl, aluminum, brick, and masonry. **Some exterior vinyl and PVC products have specific painting recommendations with regards to LRV (Light Reflective Values). In some cases a color with an LRV <55 may cause the product to warp. Always check with the manufacturer before selecting color.**

General Surface Preparation

Proper surface preparation is the key to any long lasting paint job. The surface to be painted must be clean and dry. Remove all dirt, dust, grease, oil, chalky residue, mildew, rust or any other surface contaminants. Use an appropriate

cleaner, and then rinse thoroughly with clean water and let thoroughly dry. Special attention should be given to thoroughly wash and rinse areas under eaves and overhangs where dirt and other contaminants can collect, causing lack of adhesion. Allow several good drying days on wood or other porous surfaces before painting. All mill glaze must be removed to allow proper adhesion. Dull all glossy surfaces to create a slight profile by sanding. Patch all holes with appropriate spackle or wood filler and sand smooth. Remove any loose or peeling paint by sanding, scraping, wire brushing, or other practical means. Feather sand all edges to provide a smooth transition. Gaps between siding and windows, doors, trim, etc. can be filled with a high quality paintable caulk after priming. Most coatings failures can be attributed to inadequate surface preparation or not following application instructions.

- **Concrete / Masonry /Stucco:** 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. If painting cannot wait 30 days, then allow to dry for at least 7 days and prime with #4050 A.M.P. Acrylic Masonry Primer.
- **Cement Board Siding:** Remove all dust, dirt, efflorescence, peeling coatings, and any other foreign materials. Check the pH, if it is higher than 9, prime with #4050 A.M.P. Acrylic Masonry Primer.

| Physical Product Data ^Ø | 5790 (Flat) | 5890 (Eggshell) |
|--|---|---|
| Product Type | 100% Acrylic Latex | 100% Acrylic Latex |
| Volume Solids | 40% ± 2% | 36% ± 2% |
| Solids by Weight | 56% ± 2% | 51% ± 2% |
| V.O.C.'s | <100 g/L | <100 g/L |
| Weight per Gallon | 11.4 lbs. | 10.9 lbs. |
| Viscosity | 95 – 100 KU | 95 – 100 KU |
| Flashpoint | N/A | N/A |
| Gloss at 60° | 3-5 | 8-12 |
| Coverage per Gallon (smooth non-porous surfaces) | 275 – 325 sq. ft. | 275 – 325 sq. ft. |
| Recommended Wet Mil Thickness | 5.0 | 5.0 |
| Recommended Dry Mil Thickness | 2.0 | 2.0 |
| Available Colors | White, tintable to over 1,000 custom colors | White, tintable to over 1,000 custom colors |
| Packaging Options | 1Gallon; 5 Gallon | 1Gallon; 5 Gallon |

^ØReported values are for white base

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. Thinning of this material is not normally required.

- **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. When spraying, follow spray equipment manufacturer's recommendations carefully
- Do not apply when air and substrate temperatures are below 35°F** or above 90°F.
- **Dry times:** @77°F, 50% RH – to touch 1-2 hours - to recoat 4 hours. Dry times can vary depending on temperatures, humidity, color, and film build. At temperatures below 50°F recoat times are generally 24-48 hours.
**Air and surface temperatures must remain above 35°F for a minimum of 36 hours after application. Do not apply when dew points are within 5 degrees of the temperature.
- **Cleanup:** Clean up spills or splatters immediately with soap and warm water. Clean painting tools with soap and warm water.

Not recommended for application to floors, decks or other horizontal surfaces, or to surfaces subject to immersion or prolonged contact with water. For exterior use only. **KEEP FROM FREEZING!**

| Recommended Primers* | | |
|-------------------------------------|--------------|--|
| Wood | Hirshfield's | Self Priming or 4250 – Hirshfield's Exterior 100% Acrylic Primer Self Priming or suitable exterior oil-based primer |
| Concrete / Masonry | Hirshfield's | Self Priming or 1450 – Acrylic Latex Block Filler Self Priming or 4050 – A.M.P Acrylic Masonry Primer |
| Cement Board Siding | Hirshfield's | Self Priming or 4050 – A.M.P. Acrylic Masonry Primer |
| Engineered Woods / Hardboard Siding | Hirshfield's | Self Priming or 4250 - Hirshfield's Exterior 100% Acrylic 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, wax bleed, grease, etc. should be sealed with an appropriate stain killing primer/sealer. This product is self priming over most substrates. **When used as a self primer over new substrates, two coats must be applied with the first coat acting as the primer and the second coat being the finish coat.** Certain species of wood such as redwood and cedar can contain high levels of tannins that can bleed into the paint film. When used over these bare woods the first coat may exhibit some tannin staining, this is normal. The tannins will be locked in the first coat and in most cases will not bleed into the second coat. In severe cases either a third coat may be necessary, or prime with an appropriate exterior oil-based primer.

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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