

# Platinum Ceramic™

Ultra Premium 100% Acrylic Latex Wall Paint

Hirshfield's Paint Manufacturing



Hirshfield's PLATINUM CERAMIC™ helps maintain that *just painted look in homes, schools, health care facilities, offices and more.*

- Self Priming on most surfaces\*
- Low VOCs • Surprisingly low odor
- Dirt and stains wash off easily
- Superior burnish-resistance
- With Microban® antimicrobial product protection
- Retains its appearance longer than other paints
- Easier application • Excellent hide & coverage
- Available in Matte, Eggshell & Satin finishes
- GreenWise® certified – [www.greenwisepaint.com](http://www.greenwisepaint.com)



\*No primer needed when painting over new or previously painted drywall. When painting over new drywall two coats are required, with the first coat acting as the primer. Refer to can directions or data sheet for more detailed information.

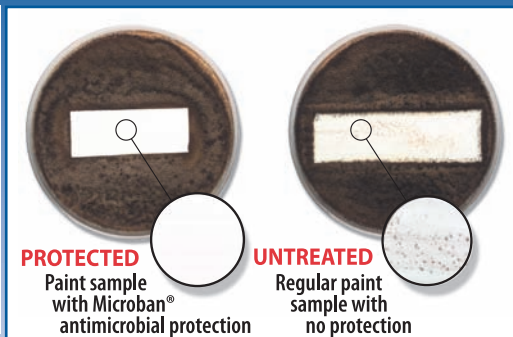


*Hirshfield's Platinum Ceramic™ is the finest interior latex paint we've ever made.*

— Hans Hirshfield, fourth generation CEO.

## Microban® protection fights the growth of microbes on the dried paint film.

The paint samples shown here were inoculated with stain and odor causing mold. The sample at the far right was untreated and after seven days showed growth on the dried paint film. The paint sample on the left was treated with Microban® antimicrobial product protection and showed no contamination.



## PLATINUM CERAMIC™ features the latest in stain-release technology – Here's how Ceramic Stain-Release Technology Works

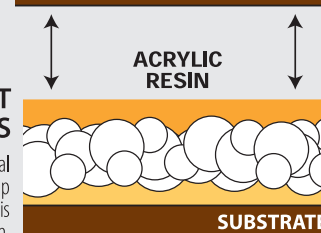
### CONVENTIONAL ACRYLIC LATEX INTERIOR PAINT

Acrylic resin forms a slightly irregular film when combined with the irregularly shaped extender pigments used in conventional latex paints. The jagged peaks trap more dirt which makes washing and stain removal difficult. The paint film also can become marred.



### 100% ACRYLIC LATEX PAINT WITH CERAMIC MICROSPHERES

Ceramic microspheres take the place of the conventional extender pigments. These microspheric ceramic beads help the 100% acrylic resin create a hard, smooth surface that is extremely resistant to stains, burnishing and abrasion.



(NOTE: REPRESENTATION NOT SHOWN TO SCALE)

Existing mold and mildew conditions must be corrected before using this product. MICROBAN® and the MICROBAN® symbol are registered trademarks of the Microban International, Ltd. Huntersville, NC



**Hirshfield's**

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