**Description**

Platinum Ceramic 100% acrylic latex wall paint is the finest quality, most durable satin wall paint we manufacture. It contains ceramic microspheres which are the newest innovation in paint technology. Because of this unique high performance formulation Platinum Ceramic provides outstanding stain resistance and excellent washability. Normal finger prints, most dirt, grease, grime and many other stains will easily wash off with mild soap and water.

**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**

Platinum Ceramic is designed for interior use on properly primed wood, plaster, wallboard, concrete and metal surfaces. Ideal for kitchen and bath and all walls and surfaces-subjected to heavy wear and frequent washing. Especially durable for commercial office applications.

**Surface Preparation**

**New Work** - Allow new plaster or taped wallboard to dry thoroughly before priming with interior latex primer. Sand and prime new woodwork. Seal any knots or resinous areas thoroughly. Two coats of Platinum Ceramic are normally recommended on new wood.

**Old Work** - Remove all loose, old paint, oil, dirt, wax and grease from the surface. Lightly sand glossy areas. Fill all holes with spackling compound. After drying, sand smooth and spot-prime with #1250 Latex Primer.

**Concrete** - Allow concrete to cure thoroughly before application. Remove any efflorescence. At least two coats are recommended.

**Primer**

**Sheetrock** - Use #9002 Acrylic Wall-Prep, #1250 Latex Primer or #1255 Latex Primer.

**Plaster** - Use #1250 Latex Primer or #1255 Latex Primer.

**New Wood** - Use #9004 Alkyd Undercoater

**Metal** - Use #9250 metal primer.

**Available Colors**

White, Tintable to over 2,000 colors with bases.

**Physical Data**

- (figures shown are approximate on white base)
  - Solids by Weight: 46-47% ±2%
  - Solids by Volume: 32-33% ±2%
  - Weight per Gallon: 10.66
  - Viscosity: 100 KU
  - Gloss @ 60°: 25-30
  - Flashpoint: Over 200°F
  - Washability (ASTM D3450): Excellent
  - Flow and Leveling (ASTM D4062): 7
  - Spattering Rating (ASTM D4707): 8
  - Sag Rating (ASTM D4400): > 12 mils
  - Hegman Grind (ASTM D1210): 6

**Packaging Options**

- Five gallon pails
- Gallons and Quarts

**Application**

Stir contents thoroughly before and during application. Apply generously. Platinum Ceramic may be brushed, rolled or sprayed. Do not apply below 50°F or above 90°F. Keep a wet edge to avoid lap marks.

**Environmentally Friendly Tips**

- Only purchase the quantity you need.
- Do not mix paints for storage or disposal. Leave paint in the original container.
- Do not throw liquid paint in the trash or pour it down the drain.
- Small amounts of latex paint can be air-dried and disposed through your trash collection system.
- Recycle leftover or unused paint. Call your local government for recycling advice.

**Caution**

Keep from freezing. See other cautions on back.
The facts and figures represented in the specification manual are accurate to the best of our knowledge, and are the results of testing in our laboratory. We do not express, warrant or guarantee the accuracy, completeness, or reliability of same. Since Hirshfield's paint Mfg. is constantly improving its products, future technical data may vary somewhat from what was available when this bulletin was printed.