



# PRODUCT DATA SHEET

## P4E615.0

### WALLCRAFT INTERIOR LATEX CEILING PAINT

#### PRODUCT DESCRIPTION

Wallcraft Interior Latex Ceiling Paint has been specifically formulated to renew old ceilings and wall surfaces. Its special "Spatter Free" formulation provides an easy to apply flat finish that actually minimizes surface defects, resists soiling, provides excellent coverage, and is non-yellowing. It may be tinted to pastel shades of color to add that special decorating touch. It dries overnight to a plaster hard-like finish that provides excellent durability, and is easily applied to both new and previously painted surfaces. Mildew Resistant - This paint contains agents, which inhibit the growth of mildew on the surface of this paint film.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES
<ul style="list-style-type: none"> <li>Premium Acrylic Formula</li> <li>Smooth Flat Finish</li> <li>Spatter Free Formula</li> <li>Excellent Coverage</li> <li>Excellent Durability</li> <li>Renews Surfaces</li> <li>Minimizes Surface Defects</li> <li>Low VOC</li> </ul>	<p><i>Suitable for, but not limited to the following properly prepared surfaces:</i></p> <p><b>INTERIOR</b></p> <ul style="list-style-type: none"> <li>Gypsum Drywall</li> <li>Plaster Walls</li> <li>Ceilings</li> <li>Ceiling Tiles</li> <li>Skip-Troweled Walls &amp; Ceilings</li> <li>Masonry Walls</li> <li>Concrete Block</li> </ul> <p><b>For Interior Use Only</b></p>	<p><b>Product Quality:</b> Better</p> <p><b>Product Use:</b> Interior Only</p> <p><b>Application:</b> Brush, Roller, Airless Spray</p> <p><b>Product System:</b> Water-Based</p> <p><b>Sheen:</b> Flat</p> <p><b>MPI Standards:</b> No</p> <p><b>VOC Compliance:</b> EPA AIM, LADCO, OTC I &amp; II, CARB, SCAQMD</p>

#### SURFACE PREPARATION

**GENERAL:** The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, mildew and any other surface contaminants that may adversely affect the performance of this coating material.

- PREVIOUSLY PAINTED SURFACES:** Remove any loose, scaling, cracked or peeling paint from previously painted surfaces by hand scraping, sanding, wire brushing or by power tool cleaning methods, such as electric sanders or grinders, etc. Sand all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces to dull existing finish. Spot prime all bare surface areas with same primer material and allow to thoroughly dry before applying finish coatings.
- SURFACE REPAIRS:** Repair/replace any damaged and/or delaminated surface areas with the proper recommended patching and/or building materials. Allow patching materials to dry thoroughly before application of paint coatings
- DRYWALL:** Insure that the surface is dust & chalk free, and primed with recommended primer.
- MASONRY / CONCRETE:** All new masonry surfaces should be allowed 30 – 45 days to properly dry/cure in accordance with industry standards. The surface should be tested for pH and alkali levels. Surface should not read higher than 8.5 – 9 level.
- MILDEW:** Surface areas affected by mildew should be treated with a commercial mildew removal and/or wash product carefully following manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.

**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 NIOSH approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and wet mop. Before you start, find out how you can protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-Lead, or log onto [www.epa.gov/lead](http://www.epa.gov/lead).

#### TECHNICAL DATA

- COLORS:** White
- TINTING:** Universal Colorants – (*Pastel Colors Only*)
- VEHICLE TYPE:** Vinyl Acetate
- VISCOSITY:** 112 KU ± 3
- GLOSS @ 60°:** Flat | 0 - 5 units
- FLASH POINT:** 232° F
- COATING VOC:** < 5 g/l – 0.05 lbs./gal  
(Meets EPA AIM, LADCO, OTC I & II, CARB & SCAQMD Standards)
- SOLIDS BY VOLUME:** 31.62% ± 2%
- SOLIDS BY WEIGHT:** 50.90% ± 2%
- ESTIMATED COVERAGE:** 300 – 400 SFPG  
(Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- RECOMMENDED MIL FILM:** (*Estimated @ 350 SFPG*)  
**Wet:** 4.6 mils                      **Dry:** 1.4 mils
- ESTIMATED DRY TIME:** (@ 70° F & 50% Relative Humidity)  
**To Touch:** 1 - 2 hrs. | **Recoat:** 4 - 6 hrs. or Overnight.  
(Actual dry time may vary according to relative humidity, temperature, color, applied film build and air movement.)
- DRIES BY:** Coalescence / Solvent Evaporation
- CLEAN UP:** Warm Soap & Water
- THINNING:** Clean Water
- WEIGHT/GAL:** 11.60 lbs.
- SHELF LIFE:** 2 - 3 years unopened.
- PACKAGING:** Gal. – 4/cs. | 5 Gal. - Each

## **RECOMMENDED PRIMER COATINGS**

Although formulated to be self-priming on sound and properly prepared painted surfaces, the following primers are recommended for use on new or bare substrates;

### **New Gypsum Drywall / Plaster & Skip Troweled:**

- Latex Primer/Sealer Undercoater
- Universal Alkyd Primer/Sealer Undercoater

### **New Masonry:**

- Acrylic Airless Masonry Block Fillers
- Alkali Resistant Acrylic Masonry Primer

### **Previously Painted Surfaces:**

- Self-Priming

**SPECIAL NOTE:** All new cementitious substrates, such as Masonry, Concrete, Cinder Blocks, etc. should be allowed 30 – 45 days to properly dry/cure, in accordance with industry standards manufacturer, will not be held responsible for product failure if these types of substrates are painted too soon. If the surface requires painting prior to the 30-day minimum dry time, it is recommended to prime the substrate with either of the following recommended primers;

- Pliolite Masonry Primer/Finish Coating.

## **APPLICATION EQUIPMENT**

**Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.

**Roller Application:** Apply using a ¾" - 1¼" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.

**Spray Application:**

- **Pump:** Gas or Electric Airless Sprayer
- **Pressure:** Minimum 2000 PSI
- **Tip:** 0.019 – 0.021 Reversible
- **Hose:** ¼ inch (6.3 mm) - ¾ inch (10 mm)

## **PRODUCT LIMITATIONS**

- Not for use in corrosive or chemical environments.
- Not for use in areas subject to intense heat.
- Not for use on below grade substrates.
- Not for use on metal substrates.
- Not for use on exterior surfaces.

## **CLEAN UP & THINNING INSTRUCTIONS**

**Clean Up:** Clean up any minor spills and splatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious spills should be contained and removed with inert absorbent material. Dispose of contaminated absorbent, container, and unused contents in accordance with local, state and federal regulations.

**Thinning:** Stir thoroughly and apply as it comes from the container. Thinning is not necessary. However, if thinning is required, you may add clean water up to ½ pint per gallon.

## **LIMITED WARRANTY**

Manufacturer warrants our products to meet the application, appearance and performance properties stated on the label. This Limited Warranty shall not apply to any defect or damage resulting from improper surface preparation, structural defects, failure of a previous paint or improper application of the coating, as described in the directions on the label of this container. If this product is found not to perform as specified, Manufacturer will, at its option and upon presentation of proof-of-purchase (the original receipt), either furnish an equivalent amount of new product or refund the original purchase price of this product to you. **ALL OTHER WARRANTIES ARE EXCLUDED BY MANUFACTURER, EXPRESSED OR IMPLIED, STATUTORY, BY OPERATION OF LAW OR OTHERWISE, INCLUDING MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.**

## **LIMITATIONS**

Seller's liability for any reason is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. **THIS WARRANTY EXCLUDES (1) LABOR AND COSTS ASSOCIATED WITH LABOR FOR THE APPLICATION OR REMOVAL OF ANY PRODUCT, AND (2) ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OR RESULTING FOR ANY REASON UNDER THE SALE, HANDLING, OR USE OF GOODS SOLD.** Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights, which vary from state to state. This Limited Warranty may not be transferred or assigned.

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## **PRODUCT APPLICATION – General**

**Wallcraft Interior Latex Ceiling Paint** may be easily applied with a quality brush, roller, or spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- For best results, it is recommended to apply two finish coats.
- To assure color uniformity always intermix multiple containers of custom tinted and stock colors. Apply a small test sample to verify color.
- During application, always paint to a natural break in the surface, such as a corner or edge.

**Brush Applications:** When applying by brush, use a quality nylon or polyester bristle brush, or a quality combination of both, and apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.

**Roller Application:** When applying by roller cover, use a quality smooth, medium or rough nap roller, depending on surface porosity, and apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking.

**Spray Application:** When applying by airless spray equipment, use a unit with a minimum of 2000 psi of pressure, with a 0.019 – 0.021 spray tip.

- Surfaces coated using spray equipment should be back-rolled to ensure a uniform film, even coverage and proper adhesion.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 55° F and below 90° F.

## **PRECAUTIONARY & SAFETY INFORMATION**

**CAUTIONS:** Avoid prolonged contact with skin, and breathing of dust, vapors and/or spray mists. Causes eye irritation. **USE WITH ADEQUATE VENTILATION!** Ensure fresh air entry during application and drying. If you experience eye water, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriately fitted respirator, (NIOSH approved), during and after application. Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes, skin and clothing. Use chemical safety glasses, goggles or a face shield for proper eye protection. Wash thoroughly after handling and before eating or smoking. Close container after each use. **DO NOT TAKE INTERNALLY!**

**FIRST AID:** In case of skin contact, wash thoroughly with plenty of warm soapy water. For eye contact, flush with plenty of water for 15 minutes and get medical attention immediately. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately. If swallowed, do not induce vomiting, get medical attention immediately.

**KEEP OUT OF REACH OF CHILDREN!**