



Architectural Coatings

PURE PERFORMANCE® Interior Flat Latex

### GENERAL DESCRIPTION

Our premium low odor, zero VOC\* (volatile organic compounds) flat latex is designed to meet the performance requirements of the institutional, commercial and residential markets. PURE PERFORMANCE Flat Interior Latex is formulated to provide excellent hiding, touch up and application properties in addition to minimal odor, zero VOC\*s, and anti-microbial properties - a mold/mildew resisting compound has been incorporated in this paint to make the dry paint film mildew resistant. Ideal for use in occupied areas such as: hotel/motel resort properties, nursing homes, homes, schools, government facilities, retail space, office buildings, hospitals, and apartments.

### RECOMMENDED USES

|               |                  |
|---------------|------------------|
| Aluminum      | Galvanized Steel |
| Concrete      | Masonry          |
| Drywall       | Plaster          |
| Ferrous Metal | Stucco           |
| Wood          |                  |

### FEATURES / BENEFITS

Excellent Hiding Power  
 Minimal Odor/Very Low Odor  
 Easy Stain Removal - Washable  
 Excellent Touch-up Properties  
 Anti-microbial properties - a mold/mildew resisting component has been incorporated to make the dry paint film mildew resistant.  
 Zero VOC\*  
 Low Spatter  
 Soap and Water Cleanup  
 Meets MPI #143, Institutional Low Odor/VOC Interior Latex - Gloss Level 1  
 Can earn LEED NC Version 2.2 Credits  
 This product meets Green Seal's Environmental Standard, Class A, for volatile organic compounds (VOC's) and other ingredients, and also meets or exceeds LEED's criteria as defined by GS-11.

\*Zero VOC is exclusive of colorant added for tinting.

### LIMITATIONS OF USE

Apply when air, surface and product temperatures are above 50°F (10°C). PROTECT FROM FREEZING. Not recommended for use on floors.

While this product provides a mildew resistant coating, growth may still occur if the substrate is not properly prepared prior to painting and/or if the substrate is consistently exposed to conditions conducive to mold, mildew, and algae. Examples of these conditions include, but are not limited to, areas that are consistently damp with little to no direct sunlight.

### TINTING AND BASE INFORMATION

Use PITTSBURGH® Paints Custom Colorants to achieve hundreds of colors. Refer to THE VOICE OF COLOR® formula book for tinting instructions.

|       |                  |
|-------|------------------|
| 9-100 | Pure White       |
| 9-110 | Pastel Base      |
| 9-120 | Midtone Base     |
| 9-140 | Ultra Deep Base* |

\*Some colors, or drastic color changes, may require more than one coat to achieve a uniform finish.

### PRODUCT DATA

|                      |                                |
|----------------------|--------------------------------|
| <b>PRODUCT TYPE:</b> | 100% Acrylic Latex             |
| <b>GLOSS:</b>        | Flat: 1 to 4 (60° Gloss Meter) |
| <b>VOC*:</b>         | 0 g/L (0 lbs./gal.)            |
| <b>DFT:</b>          | 1.6 mils                       |

|                   |  |
|-------------------|--|
| <b>COVERAGE*:</b> | 400 sq. ft./gal.<br>(37.2 sq. m/3.78L) |
|-------------------|--|

|                     |          |
|---------------------|----------|
| Wet Film Thickness: | 4.0 mils |
| Wet Microns:        | 101.6    |

|                     |          |
|---------------------|----------|
| Dry Film Thickness: | 1.6 mils |
| Dry Microns:        | 40.6     |

Coverage does not include variation due to application methods, surface porosity, and/or mixing.

|                        |            |
|------------------------|------------|
| <b>VOLUME SOLIDS*:</b> | 39% +/- 2% |
| <b>WEIGHT SOLIDS*:</b> | 54% +/- 2% |

|                        |  |
|------------------------|--|
| <b>WEIGHT/GALLON*:</b> | 11.2 lbs. (5.2 kg) +/- 0.2 lbs. (91 g) |
|------------------------|--|

\*Product data calculated on product 9-100.

**DRYING TIME:** Dry time @77°F (25°C); 50% relative humidity.

|            |         |
|------------|---------|
| To Touch:  | 1 hour  |
| To Handle: | 1 hour  |
| To Recoat: | 4 hours |

Drying times listed may vary depending on temperature, humidity, color and air movement.

|                     |                   |
|---------------------|-------------------|
| <b>FLASH POINT:</b> | Over 200°F (93°C) |
|---------------------|-------------------|

|                  |                |
|------------------|----------------|
| <b>CLEAN UP:</b> | Soap and water |
|------------------|----------------|

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**GENERAL SURFACE PREPARATION**

Surface to be painted must be clean, dry, smooth, and free of dirt, grease, powdery or peeling paint, and other surface contaminants. All cracks and other surface imperfections must be repaired using high quality patching compounds, then allowed to dry thoroughly. Repaired areas should be sanded smooth and then spot-primed. Slick or glossy surfaces of previously applied paint, in sound condition, must be dulled by sanding. **WARNING!** If you scrape, sand, or remove old paint, you may release lead dust or fumes. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST OR FUMES CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear a properly fitted NIOSH-approved respirator and prevent skin contact 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 USEPA National Lead Information Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead). In Canada contact a regional Health Canada office. Follow these instructions to control exposure to other hazardous substances that may be released during surface preparation.

**NEW WOOD:** New wood should be sanded smooth and wiped clean. Seal knots or resinous areas. Countersink all nails. Putty flush with surface, then prime.

**NEW PLASTER:** Fresh plaster, or other alkaline surfaces should be allowed to cure for at least 30 days prior to priming with an alkali resistant primer.

**CONCRETE BLOCK, CINDER BLOCK, VERTICAL MASONRY:** New concrete should cure for at least 30 days and preferably 90 days prior to priming. Fill block with an appropriate block filler.

**METAL:** Rust and other surface contaminants must be removed. Then the surface must be cleaned thoroughly to remove any dust, then primed.

**GALVANIZED STEEL:** Caution must be used when selecting coatings for use on all galvanized metal surfaces. These substrates may have a factory-applied stabilizer, which is used to prevent white rusting during storage and shipping. Such stabilizers must be removed by either brush blasting, sanding or chemical treatment. Solvent Clean per SSPC-SP1 to remove all grease and oils. If any oxidation (white rust) has formed, lightly sand and remove all forms of contamination. If the galvanized has been passivated or stabilized, the surface must be abraded, i.e. Brush-off Blast clean per SSPC-SP7 or chemically treat the surface.

**WATER-SOLUBLE STAINS:** Apply SEAL-GRIP® Primer 17-921 or 17-931, over stained area prior to coating, to avoid bleeding of the stain into the topcoat.

**RECOMMENDED PRIMERS**

|   |                        |
|---|------------------------|
| Concrete Masonry Units, Masonry (Block Fillers) | 6-7, 6-15              |
| Concrete, Masonry (Primers, Sealers)            | 4-603, 4-808           |
| Drywall   | 9-900 (zero VOC)       |
| Ferrous Metal                                   | 90-712                 |
| Galvanized Steel                                | 90-712                 |
| Plaster   | 4-603, 17-921          |
| Wood  | 17-921, 17-955, 17-956 |

**DIRECTIONS FOR USE**

Stir thoroughly before using and frequently during use. USE WITH ADEQUATE VENTILATION. KEEP OUT OF REACH OF CHILDREN. Read all label and Material Safety Data Sheet (MSDS) information prior to use. MSDS are available through our website or by calling 1-800-441-9695.

Disposal: For disposal guidance of unused amount, contact your local or state government environmental regulatory agency. Do not pour down a drain or storm sewer.

**Permissible temperatures during application:**

|            |             |            |
|------------|-------------|------------|
| Material:  | 50 to 90°F  | 10 to 32°C |
| Ambient:   | 50 to 100°F | 10 to 38°C |
| Substrate: | 50 to 100°F | 10 to 38°C |

**APPLICATION INFORMATION**

**Application Equipment:** Apply with a high quality brush, roller, paint pad or by spray equipment.

**Airless Spray:** Pressure 2000 psi, tip 0.015" - 0.021"

Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

**Brush:** Polyester/Nylon Brush

**Roller:** 3/8" - 3/4" nap roller cover

**Thinning:** No thinning is required. If necessary, up to 1/4 pt. (118 mL) of water per gallon (3.78L) of paint may be added.

**PACKAGING**

1-Gallon (3.78 L)  
5-Gallon (18.9 L)  
Quart (946 mL)

Not all products are available in all sizes.

PPGAF believes the technical data presented is currently accurate; however, no guarantee of accuracy, comprehensiveness, or performance is given or implied. Improvements in coatings technology may cause future technical data to vary from what is in this bulletin. For complete, up-to-date technical information, visit our web site or call 1-800-441-9695.



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