

HALLMARK CERAMIC

Waterborne Matte

Technical Data Sheet

DESCRIPTION and USES

The Hallmark line of interior, waterborne paints provides a level of performance no ordinary latex paint can match. These paints feature ceramic pigment and acrylic resin technology that produces durable, washable and stain resistant finishes. An extra benefit of these paints is their ability to prevent the growth of harmful mold and mildew on the paint surface. Hallmark Premium Waterborne Paint may used as a primer and paint all-in-one, but in certain circumstances the use of a suitable primer is desirable. Hallmark is available in Semi-Gloss, Satin Sheen, Eggshell and Matte finishes.

SURFACE PREPARATION

All surfaces to be painted must be dry and free from dirt, oil, and other contamination. Loose and peeling paint must be removed to provide a sound surface. Patching and caulking should be done prior to painting. Prime all unpainted surfaces, if necessary, with a suitable primer. Rusty or bare metal must be primed with Metl-Clad 449 Metal Primer.

APPLICATION

Apply with a quality paint brush or roller. Airless spray may also be used. It is important to maintain a wet edge while painting. Avoid brushing back into partially dried paint. Paint dries best between 65° to 85° F. Do not apply at temperatures below 50° F. Allow 2 to 4 hours dry time before recoating. For best coverage apply at a maximum of 400 square feet per gallon. Rough or textured surfaces will require more paint. Thinning this product is normally not necessary, however, if thinning is required use only clean water.

CLEAN UP

Clean painting tools immediately after use with warm, soapy water. Wipe up spill before they dry with a damp cloth.

SAFETY INFORMATION

For complete safety information, refer to the Safety Data Sheet for this product.

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TECHNICAL DATA

Finish: Flat

Vehicle Type: 100% Acrylic Latex

Volume Solids: 38%

Coverage: 400 – 450 SF/Gallon

Dry Time:

Touch: 30 – 60 Minutes
Recoat: 2 – 3 Hours

Primer:

Masonry: 44610 Sprayable Block Filler

44110 Prime-All WB Primer

Drywall: 44410 Quick Sealer

Plaster: 44110 Prime-All WB Primer

Wood (Interior): 44010 Pro-Flo Primer-Undercoater

44110 Prime-All WB Primer

VOC: Less than 100 g/L

Clean Up: Water

PRODUCT CODE INFORMATION

43301	Hallmark Ceramic Matte—91 Tintable White
43302	Hallmark Ceramic Matte—92 Tintable White
43303	Hallmark Ceramic Matte—93 Tintable White
43306	Hallmark Ceramic Matte—96 Tintable White

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