



APPLICATION GUIDE

(NO WORRIES...YOU'VE GOT THIS)

IDEAPAIN WHITE DRY ERASE INSTALLATION INSTRUCTIONS

For additional information visit www.ideapaint.com

READ FIRST - IMPORTANT TIPS

- DO NOT MIX MULTIPLE KITS TOGETHER AT ONE TIME — PERFORMANCE WILL BE AFFECTED.
- DO NOT STRETCH PAINT BEYOND SURFACE AREA INDICATED ON THE BOX. DOING SO WILL REDUCE PRODUCT PERFORMANCE.
- When measuring the space to be painted, height x width = square footage.
- Be sure to apply IdeaPaint with the supplied microfiber roller. Any alternatives (unless suggested by IdeaPaint) will not be covered under the warranty.
- For best results, the surface should be as smooth as possible.
- IdeaPaint dries quickly. Install it in 50 square foot sections, following the instructions detailed in STEPS 05-06.
- Use good lighting in order to ensure even coverage.
- IdeaPaint is available in different colors and varieties, don't mix different product lines. For more info: call 978-623-9980.
- A tray with a disposable liner with lines (not the bubble kind) is recommended for best application. **DO NOT USE A BUCKET WITH A SCREEN, THAT WILL INTRODUCE AIR AND CREATE BUBBLES!**

SYSTEM RECOMMENDATIONS - FOR BEST PERFORMANCE

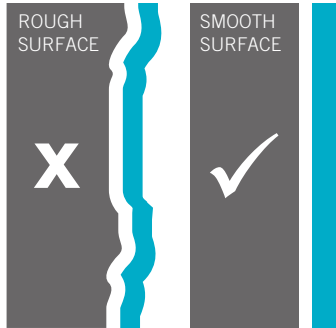
- **FOR OPTIMAL PERFORMANCE A LEVEL 5 DRYWALL FINISH WITH 100% ACRYLIC TOP COAT IS RECOMMENDED.**
 - Do not apply IdeaPaint WHITE Dry Erase Paint over oil or alkyd based top coats or primers. These will cause yellowing.
 - IdeaPaint WHITE Dry Erase Paint should be applied over an acrylic top coat. Top coats containing vinyl are softer in composition and will reduce the longevity of IdeaPaint.
 - For optimal installations of IdeaPaint WHITE Dry Erase Paint: top coats should be 100% acrylic and have a semi-gloss, or gloss finish. Semi-gloss and higher sheen top coats will assure the best dry erase performance. If top coat paint has a flat or matte finish or if finish is unknown, apply 1 coat of Semi-gloss or gloss 100% acrylic paint. Allow to dry for 24 hours prior to applying IdeaPaint WHITE Dry Erase Paint.
 - Primer and new acrylic top coats must dry at least 24 hours prior to applying IdeaPaint.
- *For a complete list of our preferred topcoat paints and primers, visit <https://ideapaint.com/pages/installation-and-specs>

It is recommended that the wall surface to which the IdeaPaint is applied be a minimum of 60°F, maximum 90°F for at least 12 hours prior to, and 24 hours after, installation. Verify that the wall moisture content does not exceed 4% using a suitable moisture meter, and that active moisture infiltration, condensation, and/or accumulation—particularly in warm, humid climates—is not present. If walls show mold, mildew or visible moisture damage, or if moisture content exceeds recommendations, do not proceed with installation until the condition has been fully corrected under the direction of a qualified professional. ICP Building Solutions Group will not be responsible for any performance or quality issues if moisture problems are not addressed before, during or following installation.

Warranty: Manufacturer's 10 year limited material warranty for registered IdeaPaint installation. Technical Training is included in the registration process and is required for installation of IdeaPaint products. Failure to obtain proper technical training prior to installation of IdeaPaint products will void the warranty.

IDEAPAIN WHITE DRY ERASE INSTALLATION INSTRUCTIONS

PREP



IdeaPaint will only be as smooth as the surface you apply it to. Repair any divots, scratches, or bumps on the wall by filling them with spackle or joint compound. If the wall is textured, sand it smooth – or, for heavy texture, skim the wall with joint compound.

Use painter's blue tape (3M Multipurpose preferred) to tape off the area.

Clearly define the area to be painted and **DO NOT** stretch the product beyond the square footage listed on the box. To capture any drips, use two strips of tape to widen the protection at the bottom of your surface.

When complete, wipe the surface down with a clean, damp or dry cloth to prevent debris and dust from getting caught in the surface during application.

Tips for best performance: Because IdeaPaint is a high gloss paint, surface imperfections can be magnified!

IDEAPAIN WHITE DRY ERASE INSTALLATION INSTRUCTIONS

01

PRIME / TOP COAT

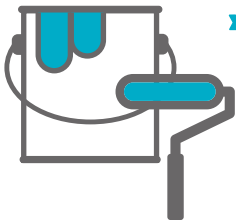
- ▶ **IF EXISTING TOP COAT PAINT IS ACRYLIC AND IS THE CORRECT CONDITION AND SHEEN:** Proceed to step **02**.
- ▶ **IF EXISTING TOP COAT PAINT HAS FLAT OR MATTE FINISH, OR IS A DEEP COLOR (OR IF FINISH IS UNKNOWN):** Apply 1-2 coats (depending on color) of 100% acrylic top coat paint with a semi-gloss, or gloss finish.
- ▶ **IF CHANGING THE COLOR OF YOUR WALL OR APPLYING IDEAPAIN DRY ERASE PAINT TO A SURFACE THAT IS NOT PAINTED:**

Step a) Prime with 1 coat of primer.
(IdeaPaint WHITE may be applied over two coats of primer.)

Step b) For highest quality add an additional 2 coats of 100% acrylic topcoat. Top coat paint should have a semi-gloss, or gloss finish. Do NOT use top coat paints containing oil or alkyd.

Allow top coat paint to dry for 24 hours before installing IdeaPaint WHITE Dry Erase Paint.

For a complete list of our preferred top coat paints and primers visit <https://ideapaint.com/pages/installation-and-specs>



For applications over substrates other than drywall, view IdeaPaint's substrate specific guide at www.ideapaint.com

02

PROTECT

Use painters tape to mask surfaces and edges you do not want painted.

IMPORTANT: After application, be sure to remove tape while paint is still wet.

IdeaPaint WHITE Dry Erase Paint is a low viscosity paint. To minimize drips, avoid applying too much pressure to the roller during application.

Wear protective eye-wear and gloves. Follow additional safety precautions according to the IdeaPaint Safety Data Sheet found on ideapaint.com.



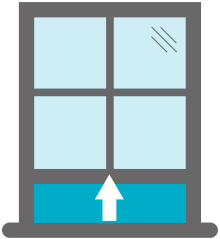
IDEAPAIN WHITE DRY ERASE INSTALLATION INSTRUCTIONS

03

VENTILATE

Open windows, doors and HVAC system to 100% air exhaust to ventilate the area and aid in curing and drying.

If you have to use a fan, avoid pointing it directly at the surface being painted.

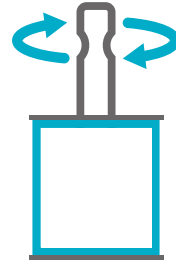


04

MIX & WAIT

Do not shake cans.

Pour **PART B** into **PART A** and stir thoroughly for 3 minutes.



IMPORTANT! After stirring thoroughly for 3 minutes IdeaPaint WHITE must rest for 20 minutes before it is applied. Failure to do this can lead to a thin coat that could potentially sag!

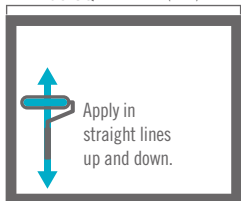
DO NOT mix more than 200 sq. ft. of IdeaPaint at one time.

Once IdeaPaint is mixed, you have **1 HOUR** to apply.

IDEAPAIN WHITE DRY ERASE INSTALLATION INSTRUCTIONS

05

50 SQ FT AREA (H X W)



APPLY IDEAPAIN

When installing IdeaPaint WHITE Dry Erase Paint, apply the product 50 sq. ft. at a time. Do not stretch the product beyond the square footage denoted on the box. When applying more than 50 sq. ft., mark every 50 sq. ft. on your drop cloth with a piece of tape, for reference.

Using a 4" foam roller, cut in the edges, sockets and switches within your working section.

Apply 1 coat of IdeaPaint WHITE Dry Erase Paint at a rate of 4-5 mils WFT. Be sure to pass over the same area at least 4-5 passes and backroll from ceiling to floor when laying off. When backrolling be sure the roller is damp, not soaking wet with IdeaPaint. Move along in 2-3 foot sections. Be sure to look back and remove any debris or cover any missed spots before moving onto the next section.

During this time, if you are applying more than 50 sq. ft. you can cut in edges, socket & switches in your next 50 sq. ft.

06

WAIT

Once finished, remove tape immediately while IdeaPaint is still wet and clean up.

If you are unable to remove tape before IdeaPaint dries, score the edges with a razor blade before removing the tape. Use Acetone to clean any drips onto unintended surfaces. If you get IdeaPaint on your hands, wash them with soap and water.

IdeaPaint WHITE Dry Erase Paint has a 7-day cure time.



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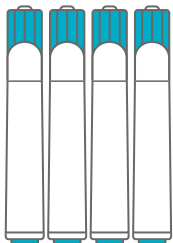
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WRITE

After the initial 7 day cure period it is safe to use any standard dry erase marker on the new surface.

We recommend BIC and Expo Low Odor markers. Test the erasability of your marker of choice in a small area before use on the entire wall.

DO NOT USE Expo pink dry erase markers or red dry erase crayons.



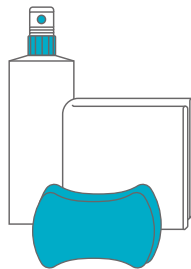
08

USE & MAINTENANCE

IdeaPaint surfaces should be erased regularly with IdeaPaint Erasers.

Avoid build-up over time and extend the life of your IdeaPaint surfaces by regularly using IdeaPaint Cleaner Spray and Microfiber Cleaning Cloths. Walls should be cleaned at least weekly.

For more details, refer to our Use & Care Guide at ideapaint.com.



The information and recommendations set forth in this application guide are based upon tests conducted by or on behalf of IdeaPaint, Inc. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your IdeaPaint representative to obtain the most recent product data.