



IdeaPaint WHITE

Dry Erase Paint

As of 6/18/2023, complies with:	
CARB	LEED 09 CI
SCAQMD	LEED 09 NC
California 01350	LEED 09 CS
LEED v4 H	LEED v4 IDC

The information and recommendations set forth in the Product Data Sheet 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 Sheet.

CHARACTERISTICS

IdeaPaint Dry Erase WHITE is a professional quality dry erase coating for use walls and other smooth surfaces. For best performance, apply IdeaPaint Dry Erase WHITE over a recommended 100% acrylic architectural paint with a semi-gloss or gloss finish. If base coat paint does not have a semi-gloss or gloss finish, apply 2 coats of 100% acrylic paint.

Recommended primers and base coat paints can be found at <https://ideapaint.com/pages/installation-and-specs>

TECHNICAL DATA

Color: White

Spread Rate: 14-15 g/sq. ft.

Wet Film Thickness: 4-5

Drying Time: 72F, 50% RH

Touch: 3-4 hours

Potlife: 2 hours (**Once mixed, IdeaPaint WHITE must rest (sweat-in) for 20 minutes before being applied**)

Finish: 89.1 @ 85 Degree

Flash Point: 185°F (> 85°C) mixed

Vehicle Type: Epoxy-Silane

VOC: 45 g/L Part A and B mixed (less exempt solvents as packaged) EPA Method 24

Weight Solids: Mixed 96.4%+/-2%

Volume solids mixed: 38-41 %

Weight per Gallon: 11.24 lbs/gal Part A, 7.81 lbs/gal Part B,

Shelf Life of Unopened Container: 24 months from manufactured

SPECIFICATIONS

Dry Wall

- 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.

- For any installation of IdeaPaint WHITE Dry Erase Paint: Acrylic top coats should have a semi-gloss or gloss finish. Semi-gloss and higher sheen top coats will assure the best dry erase performance.

- 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.

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

- If existing top coat paint is correct color but 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 Ideapaint WHITE 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 an semi-gloss, or gloss finish. Do NOT use top coat paints containing oil or alkyd.

SURFACE PREPARATION

Dry Wall

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.

IdeaPaint will not be responsible for any performance or quality issues if moisture problems are not addressed before, during or following installation. 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.



IdeaPaint WHITE

Dry Erase Paint

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.

ADDITIONAL PREPARATION

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

IMPORTANT: After application, 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.

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.

- Do not shake cans.
- Pour PART B into PART A and stir thoroughly for 3 minutes.
- **After stirring for three minutes, allow IdeaPaint WHITE to rest for 20 minutes**
- DO NOT mix more than 200 sq. ft. of IdeaPaint at one time.

APPLICATION

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

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.

For larger-scale installations, replace the roller cover after every 200 sq. ft. of product applied.

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.

CAUTIONS

Use Personal Protective Equipment recommended in the Ideapaint Dry Erase Clear SDS. Eating, drinking, and smoking should be prohibited in areas where this material is handled, stored, and processed.

Persons with epoxy allergy should not work with this product. Avoid inhalation of vapors and contact with skin, eyes and clothing. Avoid release to the environment. Provide adequate ventila-

tion. In case of inadequate ventilation, use respiratory protection. Good personal hygiene is necessary. Wash hands and contaminated areas with water and soap before leaving the work site. Do not reuse this container. "Empty" containers retain product residue (liquid or vapor) and can be dangerous.\

DO NOT TAKE INTERNALLY.KEEP OUT OF REACH OF CHILDREN.

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.

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.

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REV 6/18/2023