



Architectural Coatings

ULTRA-HIDE 440 Interior Latex Paint Eggshell

GENERAL DESCRIPTION

Ultra-Hide 440 Latex Paint Eggshell is a durable, quality interior vinyl acrylic paint designed for new and repaint applications where ease of application and maximizing productivity are most important in both the commercial and multi-family markets (maintenance and new construction). This low-VOC, low odor paint enables a space to be painted while occupied while delivering the durable product performance required. Ideal for use on properly prepared interior walls and ceilings. Use on primed or previously painted properly prepared drywall, plaster, masonry, wood, and metal surfaces.

RECOMMENDED SUBSTRATES

Aluminum	Masonry
Concrete	Plaster
Galvanized Metal	Steel
Gypsum Wallboard Drywall	Wood

CONFORMANCE STANDARDS

VOC compliant in all regulated areas
Can help earn LEED® 2009 credits
MPI® approval in Category #44, Interior Latex, MPI Gloss Level 2

APPLICATION INFORMATION

Mix thoroughly before use. May be applied by brush, roller or airless spray. 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 1-800-454-3336.

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

Airless Spray: Pressure 2000 psi, tip 0.015" - 0.019" 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" - 1/2" nap roller cover
Thinning: Thinning is not required

Permissible temperatures during application:

Material:	50 to 90°F	10 to 32°C
Ambient:	50 to 90°F	10 to 32°C
Substrate:	50 to 90°F	10 to 32°C

FEATURES / BENEFITS

Features

- Less than 50 g/L VOC
Low odor
Great hiding power and coverage
Washable finish
Quality smooth finish
Applies easily
MPI approval in Category #44 , Interior Latex, MPI Gloss Level 2
Can help earn LEED 2009 credits

Benefits

- Meets the most stringent VOC regulations nationwide
Ideal for painting in occupied spaces
Less coats are needed saving time and money
Withstands repeated cleaning
Provides uniform finished appearance
Maximizing productivity turns jobs quickly
Meets strict performance and aesthetic requirements
Contributes to sustainable design

TINTING AND BASE INFORMATION

GP4-3110	White Tint Base
GP4-3300	Base 2

Tint the appropriate base with universal colorants.

PRODUCT DATA

PRODUCT TYPE: Vinyl Acetate-Ethylene Copolymer
FINISH: Eggshell
SHEEN: 10 - 35 units @ 85°
Gloss: 5 - 12 units @ 60°

VOLUME SOLIDS*: 33% +/- 1%
WEIGHT SOLIDS*: 46% +/- 1%
VOC*: <50 g/L (0.4 lbs./gal.)
WEIGHT/GALLON*: 10.5 lbs. (1.2 kg/L)

*Product data calculated on GP4-3110.
THEORETICAL COVERAGE @ 1 mil dry: 508 sq. ft./gal. (12 sq. m/L)

PRACTICAL COVERAGE: Apply at 350 - 400 sq. ft./gal. (9 - 10 sq. m/L). Actual coverage may vary depending on surface texture, porosity, and application method. For best hiding, tint primers towards finish coat color. Certain shades of yellow, orange, pink and red may require multiple coats.

Wet Film Thickness: 4.0 - 4.6 mils
Wet Microns: 102 - 117
Dry Film Thickness: 1.3 - 1.5 mils
Dry Microns: 33 - 38

Coverage figures do not include loss due to surface irregularities and porosity or material loss due to application method or mixing.

DRYING TIME: Dry time @ 77°F (25°C); 50% relative humidity
To Touch: 30 - 60 minutes
To Recoat: 2 - 4 hours

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

CLEANUP: Clean hands and tools immediately with warm, soapy water. Clean spills right away with a damp cloth.

WASHING INSTRUCTIONS: After 30 days or when paint has fully cured, areas may be washed using a non-abrasive, mild detergent solution and cellulose sponge.

DISPOSAL: Contact your local environmental regulatory agency for guidance on disposal of unused product. Do not pour down a drain or storm sewer.

FLASH POINT: Over 200°F (93°C)

GENERAL SURFACE PREPARATION

Surfaces to be coated must be dry, clean, sound, and free from all contamination including loose and peeling paint, dirt, grease, oil, wax, concrete curing agents and bond breakers, chalk, efflorescence, mildew, rust, product fines, and dust. Remove loose paint, chalk, and efflorescence by wire brushing, scraping, sanding, and/or pressure washing. Putty all nail holes and caulk all cracks and open seams. Sand all glossy, rough, and patched surfaces. Feather back all rough edges to sound surface 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. 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 SURFACES:**Drywall:**

Joint compound must dry for two days before priming. Prime with the appropriate latex drywall primer. Product may be used self-priming on drywall, used as a primer under itself.

Wood: Set nails, fill with latex spackle. Sand smooth. Dust clean. Prime with appropriate latex or alkyd wood primer.

Concrete, Plaster and Masonry: Cure at least 30 days before painting. pH must be 10.0 or lower. Roughen slick poured or precast concrete and remove sealers by chemical cleaning or abrasive method such as sandsweeping. Rinse thoroughly with water and allow to dry. Must be internally dry. Remove loose aggregate. Prime with the appropriate latex bonding primer for concrete. Fill concrete block with a latex block filler. Prime plaster with the appropriate latex primer for plaster.

Steel: Performance over hand or power tool cleaned surfaces is dependent on the degree of cleaning. Prime with the appropriate solvent-borne metal primer.

Galvanized Metal and Aluminum : Clean off oils and other contaminants. Prime with the appropriate waterborne or solventborne primer.

PREVIOUSLY PAINTED SURFACES:

Wash to remove contaminants. Rinse thoroughly with water and allow to dry. Dull glossy areas by light sanding. Remove sanding dust. Remove loose paint. Prime bare areas with primer specified under **NEW SURFACES**.

LIMITATIONS OF USE

Apply when air and surface temperatures are between 50°F (10°C) and 90°F (32°C). Do not apply when the surface or air temperature is below 50°F (10°C).

PROTECT FROM FREEZING.

PACKAGING

1-Gallon (3.78 L)

5-Gallon (18.9 L)

Not all products available in all sizes.

PRECAUTIONS

WARNING! CAUSES EYE, SKIN AND RESPIRATORY TRACT IRRITATION. MAY BE HARMFUL IF SWALLOWED. USE ONLY WITH ADEQUATE VENTILATION. KEEP OUT OF THE REACH OF CHILDREN. For emergency information call (800) 545-2643. Note: These warnings encompass the product series. Prior to use, read and follow product-specific MSDS and label information. If sanding, wear a dust mask to avoid breathing of sanding dust. Do not breathe vapors or spray mist. Ensure fresh air entry during application and drying. Avoid contact with eyes and skin. If you experience eye watering, headaches, or dizziness, leave the area. If properly used, a respirator may offer additional protection. Obtain professional advice before using. Close container after each use. **FIRST AID:** For skin contact, wash thoroughly with soap and water. If any product remains, gently rub with petroleum jelly, vegetable or mineral/baby oil then wash again with soap and water. Repeat as needed. Remove contaminated clothing. For eye contact, flush immediately with plenty of water for at least 15 minutes. Get medical attention. If swallowed, get medical attention immediately. If inhalation causes discomfort, remove to fresh air. If discomfort persists or breathing difficulty occurs, get medical attention. KEEP FROM FREEZING. DS26-0306

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