



# DIAMOND 350 Interior Semi-Gloss Paint 1407-XXXXV

Previously DULUX® ULTRA Semi-Gloss  
Interior Acrylic Wall & Trim Enamel

## DESCRIPTION

GLIDDEN PROFESSIONAL™ Diamond 350 paint is a premium wall and trim semi-gloss finish with excellent one coat hide in most colors, durability, and burnish resistance. Ideal for use on interior wall and trim surfaces in all commercial applications.

## CERTIFICATIONS

AS OF 7/1/2009, COMPLIES WITH	
MPI#	54
LEED	Yes
CHPS	No
GREENGUARD	No
AIM	Yes
OTC/LADCO	Yes
CARB	Yes
SCAQMD	Yes

## PERFORMANCE DATA

CHARACTERISTIC:	RESULTS:
Adhesion*	★★★★★★★☆☆
Moisture Resistance*	★★★★★★★☆☆
Dry Hide*	★★★★★★★☆☆
Shim Scrub Resistance*	★★★★★★★☆☆
Washability*	★★★★★★★☆☆
Block Resistance*	★★★★★★★☆☆
Sag Resistance	14-18 mils wet
Air and Substrate Application Temperature	50° F (10° C) - 90° F (32° C)
Service Temperature Limits	200° F (93° C)
Storage Temperature	40° (4° C) F - 95° F (35° C)

\*Performance ratings are based on product comparisons to other products in that sheen range, performed at 77° F (25° C) 50% RH. Rating scale is from 1-10, 10 being the highest rating.

## COMPOSITION

- Vinyl-Acrylic Resin
- Titanium Dioxide and Extender Pigments
- Not manufactured with lead or mercury containing materials.

## SPECIFICATION

### Color:

White & custom colors

### Clean-up Solvent:

Soap and water

### Finish: Semi-Gloss

Gloss: 45 - 55 units @ 60°

### Density:

10.65 lbs/gal (1.28 kg/L)

### Solids:

Volume - 38% +/- 1%

Weight - 52% +/- 1%

### VOC:

50 g/L (0.42 lbs/gal) maximum  
Refer to MSDS for regulatory VOC content of complete product line

### Theoretical Coverage @ 1 mil dry:

605 sq ft/gal (15 m<sup>2</sup>/L)

### Practical Coverage:

Apply at 425-475 sq ft/gal (10-12 m<sup>2</sup>/L).  
Actual coverage may vary depending on substrate and application method.

### Recommended Film Thickness:

3.4 - 3.8 mils wet

1.3 - 1.4 mils dry

### Airless Spray Application:

Pressure - 2000 psi

Tip - .015" - .019"

### Dry Time 77°F (25°C) & 50% RH:

To touch – 30-60 minutes

To recoat – 2-4 hours

### Flame Spread Rating:

Class A (0-25) on non-combustible surfaces

### Flash Point:

None

### Shelf Life:

1 year minimum - unopened



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9 FINISHES  
PAINTING (09900)



## SURFACE PREPARATION

### GENERAL SURFACE PREPARATION:

All surfaces must be sound, dry, clean and free of oil, grease, dirt, rust, mildew, form release agents, curing compounds, loose and flaking paint and other foreign substances.

### NEW SURFACES:

#### Drywall:

- Joint compound must dry for two days before priming
- Prime with 1000 High-Hide Primer Sealer

#### Wood:

- Set nails, fill with latex spackle
- Sand smooth
- Dust clean
- Prime with 3210 GRIPPER® Interior Exterior Primer Sealer, 1000 High-Hide Primer Sealer or 1110 STAIN JAMMER® Alkyd 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 3030 Concrete Coatings Bond-Prep Pigmented Bonding Primer or 1000 High-Hide Primer Sealer
- Product may be used self-priming on concrete, used as a primer under itself
- Fill concrete block with 3010 Concrete Coatings Block Filler
- Prime plaster with 3210 GRIPPER Interior Exterior Primer Sealer

#### Steel:

- Performance over hand or power tool cleaned surfaces is dependent on the degree of cleaning
- Prime with Devflex 4020PF Direct-to-Metal Primer, DEVGUARD® 4360 Low VOC Universal Primer or DEVGUARD 4160 Multi-Purpose Tank & Structural Primer

#### Galvanized Metal and Aluminum:

- Clean off oils and other contaminants
- Prime with 3210 GRIPPER Interior Exterior Primer Sealer, Devflex 4020PF Direct-to-Metal Primer, DEVGUARD 4360 Low VOC Universal Primer or DEVGUARD 4160 Multi-Purpose Tank & Structural 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**

**WARNING!** If you scrape, sand, or remove old paint, you may release lead dust. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear an NIOSH-approved respirator 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 National Lead Information Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead).

## DIRECTIONS FOR USE

### TINTING:

Tint the appropriate base with DRAMATONE™ colorants.

### SPREADING RATE:

Apply at 425-475 sq ft/gal (10-12 m<sup>2</sup>/L). Actual coverage may vary depending on surface texture, porosity and application method. For best hiding of bright or accent colors, prime with the appropriate grey base. Certain shades of yellow, orange, pink and red may require multiple coats.

### APPLICATION:

Mix thoroughly before use. May be applied by brush, roller or airless spray. No thinning required. For airless spray, use a .015"-.019" tip at 2000 psi, adjust pressure as needed. Do not apply when the surface or air temperature is below 50°F (10°C). Provide good ventilation and warmth for normal drying.

### DRYING TIME:

At 77°F (25°C) and 50% R.H., dries to touch in 30 to 60 minutes and to recoat in two to four hours. Low temperature, high humidity, thick films or poor ventilation will increase these times.

### CLEAN-UP:

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.

## PRECAUTIONS

**WARNING! CAUSES EYE, SKIN AND RESPIRATORY TRACT IRRITATION. MAY BE HARMFUL IF SWALLOWED. WHEN TINTED, CONTAINS ETHYLENE GLYCOL WHICH CAN CAUSE SEVERE KIDNEY DAMAGE WHEN INGESTED AND HAS BEEN SHOWN TO CAUSE BIRTH DEFECTS IN LABORATORY ANIMALS. 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.** DS10-1005

## SHIPPING

### FREIGHT CLASSIFICATION:

Paint, Freezable

### PACKAGING:

4 quart (0.946 L)  
1 gallon (3.785 L)  
5 gallons (18.925 L)

### FLASH POINT:

None



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