

TECHNICAL DATA SHEET



CLASSIC ZERO VOC HIDING PRIMER SP-720 SERIES



Resin Type	Sheen	Quality Level	Spread Rate	Clean Up	Thinner	Dry at 77°F	V.O.C. Level
vinyl acrylic latex	flat	professional best	400 sq. ft./gal. (on smooth surfaces)	water	water	30 min. tack free 4 hours recoat	0 g/L

Description

Classic Hiding primer SP-720 is a low odor, zero VOC primer suitable for interior drywall and fully cured plaster and masonry surfaces. This product has excellent hide and good holdout properties. Designed for use under Classic Zero VOC topcoats for a complete low odor, zero VOC system, however it can also be used under most conventional latex or alkyd top coats.

Where to Use

This P.V.A. primer should be used as a first coat for new plaster, drywall, concrete, and patching compounds. Because this is an emulsion type product, we do not recommend it for priming new wood. Do not use where water or smoke damage is a problem. New plaster or concrete should be cured a minimum of 30 days, and have a pH of less than 9.

Application

The surface to be primed must be clean and free from dust, oil, mildew, dirt, grease and other foreign material. Apply a generous coat as it comes from the container. Stir thoroughly before use. This Drywall Primer may be brushed, rolled or sprayed. For brush work, we recommend a nylon or polyester brush. Do not apply below 50°F. Do not apply over a glossy surface. Allow new plaster or taped wallboard to cure before application. Do not apply over any efflorescence problems on masonry surfaces.

Recommended Wet Film Per Coat: 4 mils.
Recommended Dry Film Per Coat: 1.4 mils.

Preparation Note

It is always the responsibility of the paint applicator to verify the field conditions prior to application of any primer or paint product and to test for product suitability before proceeding. Prior to application of finish coats of paint, it is considered an industry best practice to perform an adhesion test to be sure of proper attachment of the primer coat to the substrate.



Green Choice

Much Smarter Paint® meets or exceeds the standards set in place by the USGBC (United States Green Building Council). All results have been demonstrated by an independent coating laboratory. The manufacturer of this product is a member of the USGBC, participating as a Product Manufacturer.
Meets MPI #53

Available Colors

White. May also be tinted to pastel colors with universal colorants. Much Smarter Paint® uses only Zero VOC colorants however, trace amounts of VOC may be present. Complies with zero VOC definition <5g/L when tinted with zero VOC colorants.

Caution

Keep from freezing.

See other cautions on back.

Environmentally Friendly Tips

- Only purchase the quantity you need.
- Do not mix paints for storage or disposal. Leave paint in the original container.
- Do not throw liquid paint in the trash or pour it down the drain.
- Small amounts of latex paint can be air-dried and normally disposed of through your trash collection system.
- Recycle or donate leftover or unused paint. Call your local government for recycling advice.

Packaging & Purchasing

- Available in gallons, five gallons, and 250 gallon totes.
- Easily ordered online at www.nontoxicpaintsupply.com
- Delivery or store pick-up available.

Physical Data

(figures shown are approximate)

Solids by Weight	53% ± 2%
Solids by Volume	33% ± 2%
Weight per Gallon	11.82
Viscosity	104 KU
Gloss @ 60°	Flat
Flashpoint	Over 200°F
Flow and Leveling (ASTM D4062)	8
Spattering Rating (ASTM D4707)	9
Sag Rating (ASTM D1210)	>12 mils
Hegman Grind (ASTM D1210)	5.0

Limitations

Not recommended for use on the following:

- floors or other horizontal surfaces
- areas of corrosive chemical environments
- rusted substrates without adequate surface preparation and must be primed to minimize rust staining through topcoat.

Excessive color tinting may cause unsatisfactory drying. Since these are water base coatings, dry time will be affected by temperature and humidity.

Not recommended for immersion service or use on damp or wet surfaces, high heat, or humid conditions.

Health And Environment

This material contains no lead, mercury or crystalline silica. Material Safety Data Sheets are available upon request. When spraying, use suitable respiratory protection and provide adequate ventilation.

Health And Environment Cont.

Disposal of most latex paints is allowable in landfills if material is in solid form. Always check with local regulations. Leftover latex paint is recyclable. Contact your local government recycling program for more information.

WARNING: This product complies with Federal law restricting the presence of lead in consumer coatings. Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. EXPOSURE TO LEAD DUST OR FUMES MAY CAUSE ADVERSE HEALTH EFFECTS, ESPECIALLY IN CHILDREN OR PREGNANT WOMEN. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment such as a properly fitted respirator (NIOSH approved) and proper containment and clean-up. For additional information, contact the USEPA/Lead Information Hotline at 1-800-424-LEAD.

Medical Response

Emergency Medical Information 1-800-535-5053

Precautionary Information

In all cases, please read respirator manufacturer's instructions and literature carefully to determine the type of airborne contaminants against which the respirator is effective, and how it should be properly fitted.

Some of the components of various coatings may be irritating to the skin and/or eyes, so contact should be prevented. In case of contact, flush skin thoroughly with soap and water. For eyes, flush with plenty of water for at least 15 minutes and get medical attention immediately.

During the application of all coating materials, all flames, welding and smoking must be prohibited.

Before using the products listed herein, carefully read each product label and follow directions for its use. Please read and observe all the warnings and precautionary information on the product labels.

CAUTION! DO NOT TAKE INTERNALLY! CLOSE CONTAINER AFTER EACH USE! KEEP OUT OF THE REACH OF CHILDREN!

Avoid prolonged breathing of vapor and spray mist. Coatings should only be applied when ventilation is adequate. When available ventilation may not be adequate, applicators should wear respiratory protection, choosing the proper respirator with aid of the following:

Outdoor or open areas: Use filter type respirators (approved with NIOSH/MSHA) to remove solid airborne particulates from overspray.

Restricted ventilation areas: Use combination organic vapor-filter type respirators (approved with NIOSH/MSHA) which are designed to purify the air by removing solid airborne particulates and organic vapors.

Confined areas: Use supplied air respirators or hoods (approved with NIOSH/MSHA)

IMPORTANT! When applying coatings by spray equipment, observe all precautionary safety measures. Spray equipment must be handled with due care and in strict accordance with manufacturer's recommendations for personal safety, and to prevent fire. If precautions are not taken, spraying of any material can be hazardous, particularly when using high pressure airless equipment. High pressure may inject coating into the skin causing serious injury, requiring immediate poison center contact and/or hospital treatment. When using or handling spray equipment hoses and the like, observe all required safety practices. In addition, when spraying paint or coatings, wear a respirator recommended for the product being handled. In all cases, wear protective eye equipment.

First Aid Statement

If swallowed, do induce vomiting. In case of skin contact, wash affected area with mild soap and water. In case of eye contact, flush eyes immediately with plenty of water for 15 minutes. If affected by inhalation of vapor or spray mist, remove to fresh air. Apply artificial respiration and other supportive measures as required. If any of the following occur during or following use of this product, contact a **POISON CONTROL CENTER, EMERGENCY ROOM OR PHYSICIAN IMMEDIATELY** (have label information available):

- Ingestion
- Excessive exposure to a corrosive material
- Persistent skin/eye irritation or breathing difficulties
- Other symptoms

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The facts and figures represented in the specification manual are accurate to the best of our knowledge, and are the results of testing in our laboratory. We do not express, warrant or guarantee the accuracy, completeness, or reliability of same. Since Much Smarter Paint® is constantly improving its product offerings, future technical data may vary somewhat from what was available when this bulletin was printed. Please visit our website for current information.



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