



**PRODUCT DATA SHEET**  
**PROD. #1250 SERIES**  
**EXCEL RUST SHIELD 100% ACRYLIC DTM**  
**WATERBORNE INDUSTRIAL SEMI-GLOSS ENAMEL**



**PRODUCT DESCRIPTION**

**EXCEL Rust Shield 100% Acrylic DTM Waterborne Industrial Semi-Gloss Enamel** is a professional quality 100% acrylic industrial gloss enamel. Formulated using state-of-the-art hybrid acrylic polymer resins, it provides superior high performance qualities, similar to alkyd-based industrial enamel coatings. It offers superior flow and leveling characteristics, excellent coverage, and dries to a hard, tile-like semi-gloss finish that provides excellent durability. It resists moisture, salt spray, alkali, mildew, mild chemical washings, staining, fading and corrosion. Its special formulation also allows for use as a direct-to-metal industrial acrylic enamel to a variety of both interior and exterior properly prepared metal and architectural substrates. It is easy to apply, rust inhibitive, wear and chip resistant, and it is **"USDA Approved"** by the United States Department of Agriculture for application to surfaces where there is a possibility of **"Incidental Food Contact,"** and is available in OSHA approved safety colors for identification purposes.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES										
<ul style="list-style-type: none"> <li>• 100% Acrylic Formula</li> <li>• Tile-Like Semi-Gloss Finish</li> <li>• Excellent Durability</li> <li>• Excellent Coverage</li> <li>• Moisture Resistant</li> <li>• Mildew Resistant</li> <li>• Rust Inhibitive</li> <li>• Excellent Product Versatility</li> <li>• Easy To Apply</li> </ul>	<p><i>Suitable for, but not limited to application on the following properly prepared surfaces;</i>  <b>INTERIOR / EXTERIOR</b></p> <table> <tr> <td>Gypsum Drywall</td> <td>Ferrous Metal</td> </tr> <tr> <td>Plaster</td> <td>Non-Ferrous Metal</td> </tr> <tr> <td>Wood Doors &amp; Trim</td> <td>Storage Tanks</td> </tr> <tr> <td>Metal Doors &amp; Trim</td> <td>Aluminum</td> </tr> <tr> <td>Masonry</td> <td>Fiberglass</td> </tr> </table> <p><b>Great For Both Interior &amp; Exterior Use!</b></p>	Gypsum Drywall	Ferrous Metal	Plaster	Non-Ferrous Metal	Wood Doors & Trim	Storage Tanks	Metal Doors & Trim	Aluminum	Masonry	Fiberglass	<p><b>Product Quality:</b> Premium / Industrial  <b>Product Use:</b> Interior / Exterior  <b>Application Methods:</b> Brush, Roller &amp; Airless Spray  <b>Product System:</b> Water-Based  <b>Sheen:</b> Semi-Gloss  <b>VOC Compliance:</b> AIM, OTC, LADCO, CARB</p>
Gypsum Drywall	Ferrous Metal											
Plaster	Non-Ferrous Metal											
Wood Doors & Trim	Storage Tanks											
Metal Doors & Trim	Aluminum											
Masonry	Fiberglass											

**SURFACE PREPARATION**

**General:** The entire surface area to be painted should be clean, dry, sound free from dirt, grease, oils, waxes, mildew, existing paint, loose rust, mill scale, rust deposits and any other surface contaminants that may adversely affect the performance of this coating.

- Remove any loose, scaling, cracked or peeling paint from previously painted surfaces by hand scraping, sanding, wire brushing or by power tool cleaning methods, such as electric sanders or grinders, etc.
- For exterior surfaces, pressure wash the entire surface area using a unit with a minimum of 2000 psi of water pressure. More difficult areas should be hand scraped, sanded, wire brushed and/or power tool cleaned as mentioned above.
- For all metal surfaces, remove any loose rust, mill scale, rust deposits or white rust from metal surface by the same methods as described above, and in accordance with the Steel Structures Paint Council's specification for the proper surface preparation of metal surfaces.
- Repair/replace any damaged and/or delaminated surface areas with the proper patching and/or building materials. Allow all patching materials to dry thoroughly before application of paint coatings. Sand all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces to dull existing finish.
- Primer and/or spot prime all new or bare surfaces with properly recommended primer/sealer.

**Mildew** - Surface areas affected by mildew should be treated with a commercial mildew removal and/or wash product carefully following manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.

- **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 a NIOSH approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and wet mop. Before you start, find out how you can protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-Lead, or log onto [www.epa.gov/lead](http://www.epa.gov/lead).

**PRODUCT ANALYSIS DATA**

**PIGMENT: 29.56%**

**VEHICLE: 73.44%**

*MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.*

**TECHNICAL DATA**

- **COLORS:** White, Tint Bases & 1 Stock Color  
 1250 White                      1251 Tint Base  
 1252 Deep Base                1253-A Accent Base
- **TINTING:** Universal Colorants
- **VEHICLE TYPE:** 100% Acrylic
- **VISCOSITY:** 103 KU ± 2
- **GLOSS @ 60°:** Semi-Gloss / 45 - 55 units
- **FLASH POINT:** 214° F
- **VOC:** Not to Exceed 250 g/l – 2.10 lb/gal  
 (Meets AIM, OTC, & CARB Standards)
- **SOLIDS:** By Volume: 34.40% ± 2%  
 By Weight: 49.07% ± 2%
- **COVERAGE:** 300 – 400 Sq. Ft. / Gal.  
 (Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- **MIL FILM:** Estimated @ 350 Sq. Ft. / Gal.  
**Wet:** 4.6 mils                      **Dry:** 1.6 mils
- **DRY TIME:** (@ 70° F & 50% Relative Humidity)  
 To Touch: 45 Min. – 1 Hour  
 Recoat: 4 – 6 Hours, or after overnight dry.  
 Full Cure: 24 – 48 Hours, depending on conditions.  
 (Dry times listed may vary according to relative humidity, temperature, film build, color and air movement.)
- **CLEAN UP:** Warm Soapy Water
- **THINNING:** Clean Water

## RECOMMENDED PRIMER COATINGS

Although formulated to be self-priming on properly prepared painted surfaces in good condition, the following Richard's products are recommended primer coatings for this finish coating material. However, recommended Richard's primer coatings are not limited to the products listed below;

- **New Non-Ferrous, Aluminum & Galvanized Metal:**
  - 1017, Rust Shield Zinc Chromate Metal Primer
  - 1215/1220, EXCEL 100% Acrylic DTM Gray/White Metal Primers
- **New Ferrous Metal:**
  - 1015, Rust Shield Red Oxide Metal Primer
  - 1018, Rust Shield Rust Inhibitive Metal Primer
  - 1120, Industrial Coatings Universal Primer
- **Previously Painted Surfaces:**
  - Self-Priming
  - 1791-C, Rich Flex 100% Acrylic Clear Multi-Surface Conditioner

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a 3/8" - 1/4" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
  - **Pump:** Gas or Electric Airless Sprayer
  - **Pressure:** Minimum 1500 – 2000 PSI
  - **Tip:** 0.011 – 0.013 Reversible
  - **Hose:** 1/4 inch (6.3 mm) - 3/8 inch (10 mm)

## PACKAGING & WEIGHT PER GALLON

- **Packaging:**

Quarts – 6/case	Gallons – 4/case
2 Gallons – N/A	5 Gallons - Each
- **Weight per Gallon:** 10.70 lbs.

## CLEAN UP & THINNING INSTRUCTIONS

**Clean Up:** Clean up any minor spills and spatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious spills should be contained and removed with inert absorbent material. Dispose of contaminated absorbent, container, and unused contents in accordance with local, state and federal regulations.

**Thinning:** Stir thoroughly and apply as it comes from the container. Thinning is not necessary. However, if thinning is required, you may add clean water up to 1/2 pint per gallon.

## WARRANTY & LIMITATIONS

The technical information contained herein is accurate to the best of our knowledge. All warranties are excluded, whether expressed or implied, by operation of law or otherwise, including all implied warranties of merchantability or fitness for a particular purpose. Seller shall not be liable, directly or indirectly, under any circumstances for consequential, incidental, special or any other type of damages arising or resulting for any reason under the sale, handling, or use of goods sold. Seller's liability hereunder, and buyer's exclusive remedy hereunder, for negligence or any other reason, is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. Notice of any alleged failure or defect in the material must be given to the seller in writing by certified U.S. mail within 15 days of noticing the problem. Failure to give the required notice within the time provided constitutes a waiver of any claim. The Manufacturer is not responsible for any misrepresentation made by the Dealer.

REV 12-14

## PRODUCT APPLICATION – General

**EXCEL Rust Shield 100% Acrylic DTM Waterborne Industrial Semi-Gloss Enamel** may be easily applied with a quality brush, roller cover, or airless spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- For best results, it is recommended to apply two (2) finish coats.
- To assure color uniformity always intermix multiple containers of custom tinted and stock colors. Apply a small test sample to verify color.
- During application, always paint to a natural break in the surface, such as a corner or edge.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- When applying by roller cover, apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking.
- When applying by airless spray equipment use a unit with a minimum of 2000 psi of pressure, with a 0.011 – 0.013 fluid spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, and an even coat application.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 55° F and below 90° F.
- Avoid exterior paint application when weather conditions are threatening, and late in the day when there is a threat of moisture condensing on wet paint.

## PRODUCT LIMITATIONS

- Not for use in corrosive or chemical environments.
- Not for use in areas subject to intense heat.
- Not for use on below grade substrates.

## PRECAUTIONARY & SAFETY INFORMATION

**CAUTIONS:** Avoid prolonged contact with skin, and breathing of dust, vapors and/or spray mists. Causes eye irritation. **USE WITH ADEQUATE VENTILATION!** Ensure fresh air entry during application and drying. If you experience eye water, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriately fitted respirator, (NIOSH approved), during and after application. Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes, skin and clothing. Use chemical safety glasses, goggles or a face shield for proper eye protection. Wash thoroughly after handling and before eating or smoking. Close container after each use. **DO NOT TAKE INTERNALLY!**

**FIRST AID:** In case of skin contact, wash thoroughly with plenty of warm soapy water. For eye contact, flush with plenty of water for 15 minutes and get medical attention immediately. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately. If swallowed, do not induce vomiting, get medical attention immediately.

**KEEP OUT OF REACH OF CHILDREN!**