



# PRODUCT DATA SHEET

PROD. #315

**RICH CLASSIC**

**LATEX CEILING PAINT**



## PRODUCT DESCRIPTION



Rich Classic Latex Ceiling Paint is a specifically formulated latex ceiling paint designed to renew old ceilings and wall surfaces. Its special "Spatter Free" formulation provides a unique flat finish that actually minimizes surface defects, resists soiling, provides excellent coverage, is non-yellowing and is easy to apply. It may be tinted to pastel shades of color, dries overnight to a plaster hard-like finish that provides excellent durability, and is easily applied to both new and previously painted surfaces. Mildew Resistant - This paint contains agents that inhibit the growth of mildew on the surface of this paint film.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	VOC COMPLIANCE																										
<ul style="list-style-type: none"> <li>Premium Acrylic Formula</li> <li>Smooth Flat Finish</li> <li>Spatter Free Formula</li> <li>Excellent Coverage</li> <li>Excellent Durability</li> <li>Renews Surfaces</li> <li>Minimizes Surface Defects</li> <li>Mildew Resistant</li> <li>Easy To Apply</li> </ul>	<p><i>Suitable for the following properly prepared surfaces;</i></p> <p><b>INTERIOR</b></p> <table border="0"> <tr> <td>Gypsum Drywall</td> <td>Skip-Troweled Walls</td> </tr> <tr> <td>Plaster Walls</td> <td>&amp; Ceilings</td> </tr> <tr> <td>Ceilings</td> <td>Masonry Walls</td> </tr> <tr> <td>Ceiling Tiles</td> <td>Concrete Block</td> </tr> </table> <p><b>For Interior Use Only!</b></p>	Gypsum Drywall	Skip-Troweled Walls	Plaster Walls	& Ceilings	Ceilings	Masonry Walls	Ceiling Tiles	Concrete Block	<p><b>Product Quality:</b> Premium / Better</p> <p><b>Product Use:</b> Interior</p> <p><b>Application:</b> Brush, Roller Cover, Airless Spray</p> <p><b>Product System:</b> Water-Based</p> <p><b>Finish:</b> Flat</p>	<table border="0"> <tr> <td><b>AIM</b></td> <td>Yes</td> </tr> <tr> <td><b>OTC</b></td> <td>Yes</td> </tr> <tr> <td><b>CARB</b></td> <td>Yes</td> </tr> <tr> <td><b>SCAQMD</b></td> <td>Yes</td> </tr> <tr> <td><b>MPI #</b></td> <td>No</td> </tr> <tr> <td><b>LEED® 09CI</b></td> <td>Yes</td> </tr> <tr> <td><b>LEED® 09NC</b></td> <td>Yes</td> </tr> <tr> <td><b>LEED® 09CS</b></td> <td>Yes</td> </tr> <tr> <td><b>LEED® H</b></td> <td>Yes</td> </tr> </table>	<b>AIM</b>	Yes	<b>OTC</b>	Yes	<b>CARB</b>	Yes	<b>SCAQMD</b>	Yes	<b>MPI #</b>	No	<b>LEED® 09CI</b>	Yes	<b>LEED® 09NC</b>	Yes	<b>LEED® 09CS</b>	Yes	<b>LEED® H</b>	Yes
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## SURFACE PREPARATION

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

- 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.
- 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.
- Prime and/or spot prime all bare and new surface areas with Manufacturer's properly specified primer/sealer compatible to the surface type and before application of finish coating.

**Mildew -** Treat surface areas affected by mildew 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: 36.75%**

**VEHICLE: 63.25%**

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

## TECHNICAL DATA

- COLORS:** White
- TINTING:** Universal Colorants
- VEHICLE TYPE:** Acrylic
- VISCOSITY:** 108 KU ± 2
- GLOSS @ 60°:** Flat / 4 units ± 1
- FLASH POINT:** 232° F
- VOC:** Not to Exceed 50 g/l – 0.42 lb/gal  
(Meets AIM, OTC, CARB & SCAQMD Standards)
- SOLIDS:** By Volume: 25.43% ± 2%  
By Weight: 43.82% ± 2%
- COVERAGE:** 300 – 400 Sq. Ft. / Gal.  
(Depending on Application & Surface Porosity.)
- MIL FILM:** Estimated @ 350 Sq. Ft. / Gal.  
**Wet:** 4.6 mils                      **Dry:** 1.2 mils
- DRY TIME:** (@ 70° F & 50% Relative Humidity)  
To Touch: 1 – 2 Hours  
Recoat: 4 – 6 Hours, or after overnight dry.
- CLEAN UP:** Warm Soapy Water
- THINNING:** Clean Water

## RECOMMENDED PRIMER COATINGS

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 Gypsum Drywall / Plaster:**
  - 7-11, PPS Latex Primer/Sealer Undercoater
  - 7-22, PPS Universal Alkyd Primer/Sealer Undercoater
  - 7-44, PPS Universal Acrylic Primer/Sealer Stain Killer
- **New Acoustical Ceilings:**
  - 7-11, PPS Latex Primer/Sealer Undercoater
  - 7-44, PPS Universal Acrylic Primer/Sealer Stain Killer
- **New Masonry**
  - 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
  - 1414, Rich Flex Alkali Resistant Acrylic Masonry Primer
- **Previously Painted Surfaces:**
  - Self-Priming

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a 3/8" - 1 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:** 0.017" – 0.019" Reversible
  - **Hose:** 1/4 inch (6.3 mm) - 3/8 inch (10 mm)

## PACKAGING & WEIGHT PER GALLON

- **Packaging:**

Quarts – N/A	Gallons – 4/case
2 Gallons – N/A	5 Gallons - Each
- **Weight Per Gallon:** 11.07 lbs.

## CLEAN UP & THINNING INSTRUCTIONS

**Clean Up:** Clean up any minor spills and splatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious paint 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 06-13

## PRODUCT APPLICATION – General

**Rich Classic Latex Ceiling Paint** 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 intermix multiple containers of custom tinted and stock colors to assure color uniformity. Apply a small test sample to verify color.
- 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 0.017" – 0.019" fluid spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, 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.

## PRODUCT LIMITATIONS

- Not for exterior use.
- 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!**