



# PRODUCT DATA SHEET

PROD. #3006 - WHITE  
LATEX TRAFFIC MARKING PAINT



## PRODUCT DESCRIPTION

Richard's Vinyl Acrylic Latex Traffic Marking Paint - White is a fast drying, extremely durable traffic marking coating formulated for a variety of interior and exterior traffic and zone marking applications. It provides superior resistance to road oils, water and salts, which is commonly used for removing ice from roadways. Provides excellent visibility characteristics for roadways, crosswalks, safety zones, etc. Glass beads may be sifted onto the coating surface immediately after it has been applied to obtain a more reflective value to improve night visibility, and it is formulated to meet Federal Specification TT-P-1952B for quality and performance and meets MPI Standard #97 of the Master Painters Institute's approved products list.



MEETS MPI STANDARD #97 OF THE MASTER PAINTERS INSTITUTE'S APPROVED PRODUCTS LIST

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	
<ul style="list-style-type: none"> <li>Excellent Coverage</li> <li>Fast Drying</li> <li>Excellent Durability</li> <li>Resists Chipping &amp; Peeling</li> <li>Resists Road Oils</li> <li>Excellent Visibility</li> <li>Resists Road Salts</li> <li>Excellent Product Versatility</li> <li>Applies Easily</li> </ul>	<p><i>Suitable for, but not limited to the following properly prepared surfaces;</i></p> <p><b>INTERIOR/EXTERIOR</b></p> <ul style="list-style-type: none"> <li>Asphalt</li> <li>All Roadways</li> <li>Crosswalks &amp; Curbs</li> <li>Parking Lots</li> <li>Safety Zones</li> <li>Concrete</li> <li>Loading Docks</li> <li>Runways</li> <li>Parking Garages</li> <li>Factories</li> </ul> <p><b>Great For Interior &amp; Exterior Use!</b></p>	<p><b>Product Quality:</b> Professional</p> <p><b>Product Use:</b> Interior &amp; Exterior</p> <p><b>Application:</b> Brush, Roller &amp; Airless Spray</p> <p><b>Product System:</b> Water-Based</p> <p><b>Sheen:</b> Flat</p> <p><b>MPI Standards:</b> MPI 97</p> <p><b>VOC Compliance:</b> AIM, LADCO &amp; OTC Phase I &amp; II, CARB, SCAQMD</p>	

## 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 loose dirt and debris by thoroughly sweeping the surface, or by use of a powerful leaf or commercial blower. Surface areas affected by large amounts of engine oil build-up, grease, etc., may require a power washing and/or cleaning with a commercial degreaser product.
- Most previously painted lines in good condition may be repainted without any additional surfaced prep. Remove any loose scale, or peeling paint by hand scraping, wire brushing or power tool cleaning methods, such as power washers or rotary power wire brushes.
- NEW CONCRETE:** New concrete surfaces should be allowed to properly dry & cure for no less than 28 days, as per standard industry requirements. This will allow any concrete sealers, dryers and curing agents to sufficiently dissipate from the substrate, thus minimizing any paint failures.
- NEW ASPHALT:** All new asphalt surfaces should also be allowed to properly cure before product application. The majority of new asphalt surface require a minimum of two (2) weeks to cure, however, depending on the blend of asphalt to aggregate, proper curing times may vary.
- Surfaces rich in asphalt may have a tendency to bleed through paint coatings. On these types of surfaces, it is recommended to apply a thin coat application at approximately 4 - 5 mils and allowed to cure for 1 week, then apply a second coat at approximately 10 - 15 mils.
- Allow freshly applied pavement and asphalt sealers to cure for at least 24 hours prior to applying this coating.

**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).

## TECHNICAL DATA

- COLORS:** White
- TINTING:** Not Recommended
- VEHICLE TYPE:** Vinyl Acrylic
- VISCOSITY:** 92 KU ± 3
- GLOSS @ 60:** Flat | 0 - 5 units
- FLASH POINT:** N/A
- COATING VOC:** Not to Exceed 100 g/l - 0.83 lbs./gal  
(Meets AIM, LADCO, OTC I & II, CARB & SCAQMD Standards)
- SOLIDS BY VOLUME:** 30.18% ± 2%
- SOLIDS BY WEIGHT:** 47.61% ± 2%
- EST. COVERAGE:** 100 - 250 SFPG | 320 LFPG @ 4" wide strip  
(Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- RECOMMENDED MIL FILM:** (Estimated @ 350 SFPG)  
Wet: 10.7 mils                      Dry: 3.2 mils
- ESTIMATED DRY TIME:** (@ 70° F & 50% Relative Humidity)  
To Touch: 15 min. | Recoat: 1 hr. | Vehicle Traffic: 50 min.  
(Actual dry time may vary according to relative humidity, temperature, color, applied film build and air movement.)
- DRIES BY:** Coalescence / Solvent Evaporation
- CLEAN UP:** Warm Soap & Water
- THINNING:** Clean Water
- WEIGHT/GAL:** 11.16 lbs.
- SHELF LIFE:** 2 - 3 years unopened.
- PACKAGING:** Qts. - N/A | Gal. - 4/cs. | 5 Gal. - Each

**RECOMMENDED PRIMERS**

Formulated to be self-priming on sound and properly prepared asphalt, concrete, and previously painted surfaces.

**APPLICATION EQUIPMENT**

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a smooth to medium 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 2500 – 3000 PSI
  - **Tip:** 0.019 – 0.021 Reversible
  - **Hose:** ¼ inch (6.3 mm) - ⅜ inch (10 mm)

**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.
- Not for use as an "Anti-Slip" coating.

**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 ½ pint per gallon.

**PRODUCT APPLICATION – General**

**Richard's Latex Traffic Marking Paint - White** may be easily applied with a quality brush, roller cover, airless or line striping spray equipment as follows;

- All traffic should be properly blocked off until applied coating is free from pick-up.
- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- **Brush Applications:** If applying by brush, apply a smooth and generous coat on smaller surface areas, and cutting in larger surface areas, such as stairways, safety zones, curbing, or line striping.
- **Roller Application:** If applying by roller cover, apply an even and generous coat in a "W" or crisscross motion for larger surface areas, avoiding any excessive re-spreading or reworking. For line striping, use a 3" to 4" smooth to medium nap roller cover.
- Brush and roller paint application may require multiple coat application to acquire a minimum of 5.0 mil dry film thickness, (DFT).
- **Spray Application:** When applying by airless spray equipment, use a unit with a minimum of 2500 - 3000 psi of pressure, with a 0.019 – 0.021 fluid spray tip. Apply in such a manner as to yield a minimum 10 - 15 mil wet film thickness, (WFT), or 3.5 – 5.0 dry film thickness, (DFT).
- Rough or textured surfaces coated using spray equipment should be back-rolled to ensure a uniform film, even coverage and proper adhesion.
- 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. Do not apply when surface and air temperature is within 5°F of the dew point.
- 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.

**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!**

**LIMITED WARRANTY**

Richard's Paint Mfg. Co., Inc. warrants our products to meet the application, appearance and performance properties stated on the label. This Limited Warranty shall not apply to any defect or damage resulting from improper surface preparation, structural defects, failure of a previous paint or improper application of the coating, as described in the directions on the label of this container. If this product is found not to perform as specified, Richard's Paint will, at its option and upon presentation of proof-of-purchase (the original receipt), either furnish an equivalent amount of new product or refund the original purchase price of this product to you. **ALL OTHER WARRANTIES ARE EXCLUDED BY RICHARD'S PAINT MFG. CO., INC., EXPRESSED OR IMPLIED, STATUTORY, BY OPERATION OF LAW OR OTHERWISE, INCLUDING MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.**

**LIMITATIONS**

Seller's liability for any reason is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. **THIS WARRANTY EXCLUDES (1) LABOR AND COSTS ASSOCIATED WITH LABOR FOR THE APPLICATION OR REMOVAL OF ANY PRODUCT, AND (2) ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OR RESULTING FOR ANY REASON UNDER THE SALE, HANDLING, OR USE OF GOODS SOLD.** Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights, which vary from state to state. This Limited Warranty may not be transferred or assigned.

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