



PRODUCT DATA SHEET

PROD. 420 SERIES - MATTE FINISH

SIGNATURE SERIES PLUS

CERAMIC PAINT & PRIMER IN ONE



PRODUCT DESCRIPTION

Signature Series Plus Ceramic Paint & Primer In One - Matte Finish is a specially formulated interior wall paint that incorporates new resin technologies and the use of "Ceramic Microspheres". By combining these two properties, we create a product that provides an excellent "stain barrier" finish, enhancing its overall toughness and resilience against dirt and stains, and has excellent self-priming properties. Its smooth matte finish is easy to apply, provides excellent coverage, adhesion, durability, and scrub resistance. Its special formula makes it ideally suited for application in occupied areas such as, Hospitals, Office Complexes, Government Buildings, Schools, Hotels/Motels, etc., where the health concerns of these types of environments are a priority. For Interior Use Only.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES		
• New Resin Technology • Ceramic Microspheres • Smooth Matte Finish • Self-Priming • Excellent Coverage • Excellent Stain Resistance • Excellent Durability • Easy To Apply	<i>Suitable for, but not limited to the following properly prepared surfaces;</i> INTERIOR <table><tr><td> • Drywall • Plaster • Ceilings • Wood Trim </td><td> • Wood & Metal Doors • Masonry • Aluminum • Galvanized Metal </td></tr></table> Great For Interior Use Only!	• Drywall • Plaster • Ceilings • Wood Trim	• Wood & Metal Doors • Masonry • Aluminum • Galvanized Metal	Product Quality: Premium Best Product Use: Interior Only Application: Brush, Roller & Spray Product System: Water-Based Sheen: Matte MPI Standards: No VOC Compliance: AIM, LADCO/OTC, CARB, SCAQMD
• Drywall • Plaster • Ceilings • Wood Trim	• Wood & Metal Doors • Masonry • Aluminum • Galvanized Metal			

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.

- **PREVIOUSLY PAINTED SURFACES:** 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. Sand all rough paint edges smoothly to adjacent surface area. Sand all glossy surfaces to dull existing finish. Spot prime all bare surface areas with same primer material and allow to thoroughly dry before applying finish coatings.
- **SURFACE REPAIRS:** Repair/replace any damaged and/or delaminated surface areas with the proper recommended patching and/or building materials. Allow patching materials to dry thoroughly before application of paint coatings.
- **METAL SURFACES:** For metal surfaces, remove any loose rust, mill scale, rust deposits or white rust from metal surface in accordance with SSPC-SP 2 – Hand Tool Cleaning specifications, or by power tool cleaning methods, such as electric sanders or grinders according to SSPC-SP 3 – Power Tool Cleaning specifications, as set forth by The Society for Protective Coatings. Previously painted surfaces, whereby the existing paint show signs of serious deterioration should be completely removed in accordance with SSPC-SP 6 – Commercial Blast Cleaning, or SSPC-SP 10 – Near White Blast Cleaning specifications.
- **DRYWALL:** Ensure that the surface is dust & chalk free and primed with recommended primer.
- **MASONRY / CONCRETE:** All new masonry surfaces should be allowed 30 – 90 days to properly dry/cure in accordance with industry standards. The surface should be tested for pH and alkali levels. Surface should not read higher than 8.5 – 9 level.
- **WOOD:** All new wood surfaces must be clean, dry, and sound, and should be properly primed and painted before installation or immediately after. Remove any grade stamps or pencil marks from new wood by lightly sanding. Wood moisture content should be below 15% and wood surfaces that have a mill glaze should be sanded to allow for proper adhesion.
- **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.

TECHNICAL DATA

- **COLORS:** White & Tint Bases
420.0 White 420.1 Tint Base
420.2 Deep Base 420.3 Accent Base
- **TINTING:** Universal Colorants
- **VEHICLE TYPE:** Acrylic Latex
- **VISCOSITY:** 101 KU ± 2
- **GLOSS @ 60°:** Matte / 0 - 5 units
- **FLASH POINT:** 00° F
- **COATING VOC:** Not to Exceed 50 g/l – 0.42 lbs./gal
(Meets AIM, LADCO/OTC, CARB & SCAQMD Standards)
- **SOLIDS BY VOLUME:** 46.12% ± 2%
- **SOLIDS BY WEIGHT:** 64.38% ± 2%
- **ESTIMATED COVERAGE:** 300 – 400 SFPG
(Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- **RECOMMENDED MIL FILM:** (Estimated @ 350 SFPG)
Wet: 4.6 mils **Dry:** 2.1 mils
- **ESTIMATED DRY TIME:** (@ 70° F & 50% Relative Humidity)
To Touch: 30 min. – 1 hr. | **Recoat:** 1 – 2 hrs.
(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:** 12.47 lbs.
- **SHELF LIFE:** 2 - 3 years unopened.
- **PACKAGING:** Qts. – 6/cs. | Gal. – 4/cs. | 5 Gal. - Each

RECOMMENDED PRIMER COATINGS

Although formulated to be self-priming on sound and properly prepared painted surfaces, the following Richard's primers are recommended for use on new or bare substrates;

New Gypsum Drywall / Plaster:

- 711.101 - HOLZTITE Latex Primer/Sealer Undercoater
- 722.101 - HOLZTITE Universal Alkyd Primer/Sealer Undercoater
- 26.101 - HOLZOUT 100% Acrylic Primer/Sealer Stain Killer
- 306.101 - Rich Tex Latex Drywall Primer

New Wood:

- 722.101 - HOLZTITE Universal Alkyd Primer/Sealer Undercoater
- 26.101 - HOLZOUT 100% Acrylic Primer/Sealer Stain Killer

New Masonry

- 26.101 - HOLZOUT 100% Acrylic Primer/Sealer Stain Killer
- 1414.101 - Rich Flex Alkali Resistant Acrylic Masonry Primer
- 1791.101 - Rich Tex 100% Acrylic Pigmented Surface Conditioner

New Non-Ferrous, Aluminum & Galvanized Metal:

- 1200.111 - EXCEL 100% Acrylic DTM Gray Metal Primer
- 1200.101 - EXCEL 100% Acrylic DTM White Metal Primer

New Ferrous Metal:

- 1000.121 - Rust Shield Red Oxide Metal Primer
- 1000.101 - Rust Shield Rust Inhibitive Metal Primer
- 1120.101 - Industrial Coatings Universal Primer

Previously Painted Surfaces:

- 1791.101 - Rich Flex 100% Acrylic Pigmented Surface Conditioner
- 1791.010 - Rich Flex 100% Acrylic Clear Surface Conditioner

APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a ¾" - 1¼" 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 2000 PSI
 - **Tip:** 0.017 – 0.019 Reversible
 - **Hose:** ¼ inch (6.3 mm) - ¾ inch (10 mm)

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 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 Signature Series Plus Ceramic Paint & Primer In One - Matte Finish may be easily applied with a quality brush, roller, or spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- For the best results, it is recommended to apply two 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.
- **Brush Applications:** When applying by brush, use a quality nylon or polyester bristle brush, or a quality combination of both, and apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- **Roller Application:** When applying by roller cover, use a quality smooth, medium, or rough nap roller, depending on surface porosity, and apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking.
- **Spray Application:** 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.
- 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.

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!

LIMITED WARRANTY

Richard's Paint 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, 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.