

PURE

ENVIRONMENTALLY RESPONSIBLE SOLVENT FREE
INDOOR AIR QUALITY FORMULATION
MATTE
255

DESIGNER SERIES
INTERIOR
MATTE
255
PURE

PURE is our most advanced environmentally responsible interior wall paint. Created to address rigorous indoor air quality standards through our virtually odorless, zero VOC, and solvent free formulation. PURE offers supreme burnish & stain resistance and is exceptionally scrubbable for your home or commercial office spaces. Basically, it's really great paint made & mixed in Wisconsin for You!

This luxurious designer quality finish is low-splatter by roller application, available in 1,000s of colors and touches-up well. PURE's advanced moisture-resistant technology and anti-microbial benefits makes it a better choice than traditional paints for healthcare and senior living or any room you live your home life. This is also a great paint for dorms or even hotels/resorts/multi-family communities. PURE is manufactured in Wisconsin making it the most local paint you can buy and a portion of each sale goes to help local non-profits, another example of promoting regional sustainability and social responsibility.

Compliance & Certification

MPI Category	143, 144,
Gloss Level	1
LEED v4 VOC	PENDING
LEED v4 Emissions	PENDING
VOC Content	0.0 g/L 0.0 lb./Gal

Performance & Features

- Easy-Clean Technology™
- Exceptionally Scrubbable Finish
- Environmentally Sustainable Formulation
- Odor-Free, Solvent-Free, Zero-VOC
- Full Spectrum Colors

Benefits

Big Change, Little Maintenance: Customize home and work spaces with expressive, rich colors that apply virtually undetected. Easy application and superior touchup allow for trouble-free living and maintenance.

Lasting Beauty: Easy-Clean Technology™ protects walls from everyday living allowing common household stains to easily wipe clean while resisting burnishing.

Looks Great, Feels Even Better: Social responsibility and sustainability stay front and center with PURE's proprietary formulation free of solvents, odors and VOC's. A portion from each sale is given back to non-profits in YOUR communities.

Product Specifications

Vehicle Type: Vinyl Copolymer

Color Tinting: White. May be tinted, up to 2 oz. per gallon, with low VOC colorants.

Gloss: Matte

1-4 units @ 60°

Solid Content: Weight: 56% ± 2
Volume: 41% ± 2

Drying Time: (75° F. & 50% R.H.)
To touch: 1 Hour
To recoat: 2 Hours

Extended drying time may be expected when conditions such as high humidity, high dew point, low temperature, etc. are present. Allow product to dry thoroughly before top coating.

Theoretical Coverage:

Apply at 400 sq. ft./gal. to achieve:
4.0 mils Wet Film Thickness
1.6 mils Dry Film Thickness

When calculating working coverage, allow for application losses, texture and porosity of surface, application technique, etc.

Precautions/Limitations

- Please refer to Safety Data Sheets.
- Apply only if air, surface and material temperatures remain 50° F or above during application and drying.



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Surface Preparation

Surfaces must be dry, clean and free of chalk, dust, dirt, grease, wax, or any other contaminants that may prevent proper adhesion. Remove all loose or peeling paint. Glossy surfaces must be dulled by sanding. Bare metal and raw wood must be primed. Patch all holes and cracks with appropriate patching compound and sand smooth.

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 a wet mop. Before you start, find out how to protect yourself and your family by contacting the national lead information hotline at 1-800-424-LEAD (5323) or log on to www.epa.gov/lead.

Hallman Lindsay Priming Recommendations

New Work

Drywall: BUILDER'S LEGACY Primer/Sealers and Surfacers.

Plaster/Masonry: GRIPCRETE Masonry/Plaster Primer, 166.

Block: GRIPCRETE Block Filler, 184.

Wood: FOUNDATIONS Enamel Undercoat, 231.

Galvanized Surfaces: FOUNDATIONS Enamel Undercoat, 231, METALGUARD ACRYLIC DTM Primer/Finish, 338.

Steel Surfaces: METALGUARD Rust Inhibitive Primer, 330.

Repaint

Self-Priming (requires two coats).

Application

May be sprayed, brushed or rolled. Apply generously, working to a wet edge using overlapping strokes. Do not brush or roll excessively.

Equipment Requirements

Airless: Minimum .70 GPM, 2500 PSI, .017-.019" tip.

HVLP: Twin-stage turbine, 5-8 PSI, .051-.070 projector set.

Roller: ¼" - ¾" nap shed-resistant cover.

Brush: 100% nylon or synthetic blend.