

## **DESCRIPTION and USES**

The Hallmark line of interior, waterborne paints provides a level of performance no ordinary latex paint can match. These paints feature ceramic pigment and acrylic resin technology that produces durable, washable and stain resistant finishes. An extra benefit of these paints is their ability to prevent the growth of harmful mold and mildew on the paint surface. Hallmark Premium Waterborne Paint may be used as a primer and paint all-in-one, but in certain circumstances the use of a primer is recommended to achieve maximum performance. Hallmark is available in Eggshell and Matte finishes.

## **SURFACE PREPARATION**

All surfaces to be painted must be dry and free from dirt, oil, and other contamination. Loose and peeling paint must be removed to provide a sound surface. Patching and caulking should be done prior to painting. Prime all unpainted surfaces, if necessary, with a suitable primer. Rusty or bare metal must be primed with Metl-Clad 449 Metal Primer.

## **APPLICATION**

Apply with a quality paint brush or roller. Airless spray may also be used. It is important to maintain a wet edge while painting. Avoid brushing back into partially dried paint. Paint dries best between 65° to 85°F. Do not apply at temperatures below 50°F. Allow 2 to 4 hours dry time before recoating. For best coverage apply at a maximum of 400 square feet per gallon. Rough or textured surfaces will require more paint. Thinning this product is normally not necessary, however, if thinning is required use only clean water.

## **CLEAN UP**

Clean painting tools immediately after use with warm, soapy water. Wipe up spill before they dry with a damp cloth.

## **SAFETY INFORMATION**

For complete safety information, refer to the Safety Data Sheet for this product.

The suggestions for use and technical data here given are accurate to the best of our knowledge and are offered in good faith. Because the conditions and use of our products are beyond our control, our liability, if any, is limited to the replacement of defective material only. RepcoLite Paints, Inc. DISCLAIMS ALL OTHER WARRANTIES relating to our products and DISCLAIMS ALL WARRANTIES RELATING TO THEIR APPLICATION, expressed or implied, INCLUDING but not limited to warranties of merchantability and fitness for a particular purpose. TECHNICAL DATA IS SUBJECT TO CHANGE WITHOUT NOTICE.

## **TECHNICAL DATA**

<b>Finish:</b>	Matte
<b>Vehicle Type:</b>	100% Acrylic Latex
<b>Volume Solids:</b>	45%
<b>Coverage:</b>	400 – 450 SF/Gallon
<b>Dry Time:</b>	
<i>Touch:</i>	30 – 60 Minutes
<i>Recoat:</i>	2 Hours
<i>Full Hardness:</i>	72 Hours
<b>Primer:</b>	
<i>Masonry:</i>	44612 Sprayable Block Filler
<i>Drywall:</i>	44410 Quick Seal
<i>Plaster:</i>	44313 Quick Sand
<i>Wood (Interior):</i>	44010 Pro-Flo Primer-Undercoater 44313 Quick Sand
<b>VOC:</b>	Less than 100 g/L
<b>Clean Up:</b>	Water

## **PRODUCT CODE INFORMATION**

43301	Hallmark Ceramic Matte– 91 Tintable White
43302	Hallmark Ceramic Matte– 92 Base
43303	Hallmark Ceramic Matte– 93 Base
43306	Hallmark Ceramic Matte– 96 Base

### **RepcoLite Paints, Inc.**

473 W. 17<sup>th</sup> St.

Holland, MI 49423

(616) 396-1275

[www.repcolite.com](http://www.repcolite.com)