



Architectural Coatings

PPG Hi-Hide Ceramic Matte Interior Latex Wall & Trim Paint

GENERAL DESCRIPTION

Hi-Hide Ceramic Matte Interior Latex Wall & Trim Paint series is a high quality interior matte latex wall paint. It is used for new or previously painted commercial, institutional and residential walls and ceilings in normal exposure. Hi-Hide Ceramic Matte Interior Latex Wall & Trim Paint is also an excellent, user-friendly, high value wall paint for the "do-it-yourselfer" in many residential applications.

RECOMMENDED SUBSTRATES

Concrete/Masonry	Gypsum Wallboard-Drywall
Concrete Block (CMU)	Plaster
Ferrous Metal	Wood

CONFORMANCE STANDARDS

VOC compliant in all regulated areas

PRODUCT INFORMATION

369-10	White & Pastel Base
369-20	Midtone (Light) Base*
369-30	Deep Base*
369-40	Ultra Deep Base*

*Must be tinted before use.

Refer to the appropriate color formula book, automatic tinting equipment, and or computer color matching system for color formulas and tinting instructions.

PACKAGING

Quart (946mL)
1-Gallon (3.78 L)
5-Gallon (18.9 L)

Not all products are available in all sizes.

PRODUCT DATA

PRODUCT TYPE: Vinyl Acrylic Latex
SHEEN: Matte, 4-8 @85°
VOLUME SOLIDS*: 36% +/- 2%
WEIGHT SOLIDS*: 51% +/- 2%
WEIGHT/GALLON*: 10.8 lbs. (4.8 kg) +/- 0.2 lbs. (91 g)
VOC: <50 g/L (0.4 lbs./gal.)

*Product data calculated on product 369-10.

COVERAGE: Approximately 400 sq. ft. (37 sq. meters) per U.S. Gallon (3.78L) on smooth, nonporous surfaces.

Wet Film Thickness: 4 mils
Wet Microns: 102
Dry Film Thickness: 1.4 mils
Dry Microns: 36

Coverage figures do not include loss due to surface irregularities and porosity or material loss due to application method or mixing. Some colors, drastic color changes, or porous substrates may require more than one coat to achieve a uniform finish.

DRYING TIME: Dry time @ 77°F (25°C); 50% relative humidity.
To Touch: 30-60 minutes
To Recoat: 2-4 hours
To Full Cure: 30 days

Drying times listed may vary depending on temperature, humidity, film build, color, and air movement. Wait at least 30 days after painting before cleaning the surface with a non-abrasive, mild cleanser. Very deep colors may require longer to fully cure.

CLEANUP: Clean tools with warm, soapy water.

DISPOSAL: Contact your local environmental regulatory agency for guidance on disposal of unused product. Do not pour down a drain or storm sewer.

FLASH POINT: Over 200°F (93°C)

FEATURES / BENEFITS

Features
High Hiding
Excellent Uniformity
Good Touch-Up
Washable
Non-Yellowing
Easy Soap & Water Clean-Up

Benefits
Saves time and money
Prevents flat and glossy spots
Extends time to repaint
Easy to maintain
Colors stay true longer
No solvent disposal issues

Read Label and Safety Data Sheet prior to use. See other cautions on last page.

GENERAL SURFACE PREPARATION

Surface must be clean and dry. Remove all loose, peeling paint, dirt, grease, and any other surface contaminants. Putty all nail holes and caulk all cracks and open seams. Sand all glossy, rough, and patched surfaces. Plaster, concrete, and masonry surfaces must be completely dry, free of efflorescence, and allowed to cure for 30 days prior to painting. Prime all bare wood, drywall, plaster, masonry, metal, and porous surfaces with an appropriate PPG primer.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust or fumes. LEAD IS TOXIC. EXPOSURE TO LEAD DUST OR FUMES CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a properly fitted NIOSH-approved respirator and prevent skin contact 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 USEPA National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead. Follow these instructions to control exposure to other hazardous substances that may be released during surface preparation.

CONCRETE/MASONRY: New concrete and masonry should cure for at least 30 days and preferably 90 days prior to priming and painting. The pH of the substrate must be less than 10 before priming. Use of an alkali resistant primer is recommended.

CONCRETE BLOCK (CMU): Mortar should cure for at least 30 days and preferably 90 days prior to painting. Fill block with an appropriate block filler.

FERROUS METAL: The surface must be cleaned thoroughly to remove any dust, rust, and surface contaminants, and then primed.

GYPHUM WALLBOARD-DRYWALL: Nails or screws should be countersunk, and they along with any indentations should be mudded flush with the surface, sanded smooth and cleaned to remove any dust prior to priming the substrate.

PLASTER: Plaster, hardcoat, skim coat, or other alkaline surfaces should be allowed to cure for at least 30 days prior to priming and painting. The pH of the substrate must be less than 10 before priming. Use of an alkali resistant primer is recommended.

WOOD: Countersink all nails, putty flush with surface. Unpainted wood or wood in poor condition should be sanded smooth, wiped clean, then primed. Any knots or resinous areas must be sealed before painting.

RECOMMENDED PRIMERS

Concrete/Masonry	4-603XI, 17-921XI, 3210-120XI
Concrete Block (CMU)	6-7, 6-15XI
Ferrous Metal	4020, 90-712, 90-912
Gypsum Wallboard-Drywall	6-2, 6-4, 9-900, 12-900XI, 3210-120XI
Plaster	4-603XI, 17-921XI, 3210-120XI
Wood	6-2, 9-900, 12-900XI, 17-921XI, 3210-120XI

LIMITATIONS OF USE

FOR INTERIOR USE ONLY. Apply when air, product and surface temperatures are between 50°F (10°C) and 90°F (32°C).

Not recommended for use on floors.

PROTECT FROM FREEZING.

APPLICATION INFORMATION

Stir thoroughly before using and occasionally when in use. When using more than one can of the same color, intermix to ensure color uniformity. USE WITH ADEQUATE VENTILATION. KEEP OUT OF REACH OF CHILDREN. Read all label and Safety Data Sheet (SDS) information prior to use. SDS are available through our web site or by calling 1-800-441-9695.

Application Equipment: Apply with a high-quality brush, roller, paint pad, or by spray equipment. Where necessary, apply a second coat and allow each coat to dry thoroughly before applying the next coat.

Airless Spray: Pressure 1500 to 2000 psi; tip 0.015" to 0.021". Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

Brush: Polyester/Nylon Brush

Roller (nap roller cover): 3/8" - 3/4"

Thinning: Do not thin.

Permissible temperatures during application:

Material:	50 to 90°F	10 to 32°C
Ambient:	50 to 90°F	10 to 32°C
Substrate:	50 to 90°F	10 to 32°C

PRECAUTIONS

WARNING! HARMFUL IF INHALED. HARMFUL IF SWALLOWED. Do not breathe vapor or mist. Do not swallow. Keep container tightly closed and sealed until ready for use. Wash thoroughly after handling. Provide fresh air ventilation during and after application and drying. Avoid the inhalation of dust, particulates, spray or mist arising from the application of this preparation. Use personal protective equipment as required. **Note: These warnings encompass the product series. Prior to use, read and follow product-specific SDS and label information.** **FIRST AID:** If swallowed, rinse mouth with water (only if the person is conscious). Call physician immediately. Do not induce vomiting unless directed to do so by medical personnel. If in eyes, rinse with water for 15 minutes. Check for and remove any contact lenses. If on skin, rinse well with water. Wash with soap and water. Get medical attention if irritation develops. If inhaled, remove to fresh air. Call physician immediately. Contains isothiazolinones. May cause allergic reaction. Keep out of the reach of children. For workplace use, an SDS is available from your retailer or by calling (412) 492-5555. EMERGENCY SPILL INFORMATION: (412) 434-4515 (U.S.).

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