



ULTRA-HIDE® 150 Exterior Flat Paint 2210-XXXXV

Previously ICI Paints ULTRA-HIDE® DURUS™
Exterior Acrylic Flat Finish

DESCRIPTION

Our professional best exterior acrylic flat finish specially formulated to provide excellent weathering, easy application and quick curing. Provides a mildew resistant coating. Ideal for use on properly prepared wood siding, trim and sash, shakes, shingles, masonry, weathered aluminum siding, weathered vinyl siding, metal and sound painted surfaces.

CERTIFICATIONS

AS OF 7/1/2009, COMPLIES WITH	
MPI#	10
LEED	N/A
CHPS	No
GREENGUARD	No
AIM	Yes
OTC/LADCO	Yes
CARB	Yes
SCAQMD	Yes

PERFORMANCE DATA

CHARACTERISTIC:	RESULTS:
Early Moisture Resistance*	★★★★★★★★☆☆
Dry Hide*	★★★★★★★★☆☆
Efflorescence Resistance*	★★★★★★★★☆☆
Airless Spray Touch-Up*	★★★★★★★★☆☆
Chalk Adhesion*	★★★★★★★★☆☆
Mildew Resistance*	★★★★★★★★☆☆
Weathering*	★★★★★★★★☆☆
Sag Resistance	14-20 mils wet
Air and Substrate Application Temperature	50° F (10° C) - 90° F (32° C)
Service Temperature Limits	200° F (93° C)
Storage Temperature	40° F (4° C) - 95° F (35° C)

*Performance ratings are based on product comparisons to other products in that sheen range, performed at 77° F (25° C) 50% RH. Rating scale is from 1-10, 10 being the highest rating.

COMPOSITION

- 100% Acrylic Resin
- Titanium Dioxide and Extender Pigments
- Not manufactured with lead or mercury containing materials.

SPECIFICATION

Color:
White & custom colors

Clean-up Solvent:
Soap and water

Finish: **Flat**
Sheen: 7 units maximum @ 85°
Gloss: 5 units maximum @ 60°

Density:
11.45 lbs/gal (1.37 kg/L)

Solids:
Volume - 34% +/- 1%
Weight - 53% +/- 1%

VOC:
50 g/L (0.42 lbs/gal) maximum
Refer to MSDS for regulatory VOC content of complete product line

Theoretical Coverage @ 1 mil dry:
548 sq ft/gal (13 m²/L)

Practical Coverage:
Apply at 350-400 sq ft/gal (9-10 m²/L). Actual coverage may vary depending on substrate and application method.

Recommended Film Thickness:
4.0 - 4.6 mils wet
1.4 - 1.6 mils dry

Airless Spray Application:
Pressure - 2000 psi
Tip - .015" - .019"

Dry Time 77° F (25° C) & 50% RH:
To touch - 1 hour
To recoat - 4 hours

Flame Spread Rating:
Class A (0-25) on non-combustible surfaces

Flash Point:
None

Shelf Life:
1 year minimum - unopened



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9 FINISHES
PAINTING (09900)



SURFACE PREPARATION

GENERAL SURFACE PREPARATION:

All surfaces must be sound, dry, clean and free of oil, grease, dirt, rust, mildew, form release agents, curing compounds, loose and flaking paint and other foreign substances.

NEW SURFACES:

Wood:

- Spot prime pine knots with 6001 Hydrosealer Exterior Primer
- Countersink nails, prime entire surface with 6001 Hydrosealer Exterior Primer
- Slight discoloration on staining woods such as redwood or cedar is normal
- If discoloration is considerable, apply a second coat of 6001 Hydrosealer Exterior Primer or for improved protection prime with 2110 Stain Stopper Exterior Primer Sealer
- Caulk with an acrylic caulk

Preprimed and Unprimed Hardboard:

- Prime entire surface and all edges with 6001 Hydrosealer Exterior Primer or 2110 Stain Stopper Exterior Primer Sealer
- Caulk with an acrylic caulk

Steel, Galvanized Metal and

Aluminum:

- Performance over hand or power tool cleaned surfaces is dependent on the degree of cleaning
- Clean off oils and other contaminants
- Prime with Devflex 4020PF Direct-to-Metal Primer, DEVGUARD® 4360 Low VOC Universal Primer or DEVGUARD 4160 Multi-Purpose Tank & Structural Primer

Concrete, Masonry and Stucco:

- Cure at least 30 days before painting
- pH must be 10.0 or lower
- Roughen slick poured or precast concrete and remove sealers by chemical cleaning or abrasive method such as sandsweeping
- Rinse thoroughly with water and allow to dry
- Remove loose aggregate
- Prime with 6001 Hydrosealer Exterior Primer
- Product may be used self-priming on concrete, used as a primer under itself
- Fill concrete block with 3010 Concrete Coatings Block Filler or BLOXFIL® 4000 Interior/Exterior Heavy Duty Acrylic Block Filler

Fiber Cement Board:

- Prime entire surface and all edges with 6001 Hydrosealer Exterior Primer
- Caulk with an acrylic caulk
- Product may be used self-priming on fiber cement board, used as a primer under itself
- Product may be used directly over preprimed fiber cement siding; two coats are recommended for maximum durability

SURFACE PREPARATION

CONTINUED

PREVIOUSLY PAINTED SURFACES:

- Wash to remove contaminants
- Rinse thoroughly with water and allow to dry
- Dull glossy areas by light sanding
- Remove sanding dust
- Remove loose paint
- Scrub heavy chalk areas and overhead areas such as eaves with soap and water
- Remove all mildew by washing with a solution of 16 oz (473 mL) liquid household bleach and two oz (59 mL) non-ammoniated liquid detergent per gallon (3.785 L) of water
- Rinse surfaces clean with water and allow to dry for 24 hours
- Prime bare areas with primer specified under **NEW SURFACES**
- **Weathered Aluminum and Vinyl Siding** - Remove dirt and chalk
- Prime with this product
- If chalk remains after cleaning, prime with 6001 Hydrosealer Exterior Primer
- Do not repaint vinyl siding with colors darker than the original color; the siding may warp

NOTE: Blistering and peeling of exterior house paints down to bare wood is usually caused by moisture behind the paint film. Moisture pressure forces the paint away from the surface. Sources of excess moisture in the wood must be eliminated prior to repainting to obtain normal service life of these paints. Old, unsound multiple coat paint systems may be subject to peeling when repainted due to the added weight and stress created by the paint layers. In such cases, all old paint layers must be removed back to the bare wood before repainting.

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 an 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 or log on to www.epa.gov/lead.

SHIPPING

FREIGHT CLASSIFICATION:

Paint, Freezable

PACKAGING:

1 gallon (3.785 L)
5 gallons (18.925 L)

FLASH POINT:

None

DIRECTIONS FOR USE

TINTING:

Tint the appropriate base with DRAMATONE™ colorants.

SPREADING RATE:

Apply at 350-400 sq ft/gal (9-10 m²/L). Actual coverage may vary depending on surface texture, porosity and application method. For best hiding of bright or accent colors, prime with the appropriate grey base. Certain shades of yellow, orange, pink and red may require multiple coats.

APPLICATION:

Mix thoroughly before use. May be applied by brush, roller or airless spray. No thinning required. For airless spray application, use a .015"-.019" tip at 2000 psi, adjust pressure as needed. Do not apply when the surface or air temperature is below 50°F (10°C) or if rain, snow or heavy dew is expected within 48 hours.

DRYING TIME:

At 77°F (25°C) and 50% R.H., dries to touch in one hour and to recoat in four hours. Low temperature, high humidity, thick films or poor ventilation will increase these times.

CLEAN-UP:

Clean hands and tools immediately with warm, soapy water. Clean spills right away with a damp cloth.

PRECAUTIONS

WARNING! CAUSES EYE, SKIN AND RESPIRATORY TRACT IRRITATION. MAY BE HARMFUL IF SWALLOWED. WHEN TINTED, CONTAINS ETHYLENE GLYCOL WHICH CAN CAUSE SEVERE KIDNEY DAMAGE WHEN INGESTED AND HAS BEEN SHOWN TO CAUSE BIRTH DEFECTS IN LABORATORY ANIMALS. USE ONLY WITH ADEQUATE VENTILATION. KEEP OUT OF THE REACH OF CHILDREN. For emergency information call (800) 545-2643. **Note:** These warnings encompass the product series. Prior to use, read and follow product-specific MSDS and label information. If sanding, wear a dust mask to avoid breathing of sanding dust. Do not breathe vapors or spray mist. Ensure fresh air entry during application and drying. Avoid contact with eyes and skin. If you experience eye watering, headaches, or dizziness, leave the area. If properly used, a respirator may offer additional protection. Obtain professional advice before using. Close container after each use. **FIRST AID:** For skin contact, wash thoroughly with soap and water. If any product remains, gently rub with petroleum jelly, vegetable or mineral/baby oil then wash again with soap and water. Repeat as needed. Remove contaminated clothing. For eye contact, flush immediately with plenty of water for at least 15 minutes. **Get medical attention.** If swallowed, **get medical attention immediately.** If inhalation causes discomfort, remove to fresh air. If discomfort persists or breathing difficulty occurs, get medical attention. **KEEP FROM FREEZING.**

DS10-1005



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