

IDEAPAIN CREATE WHITE FAQs



WHERE CAN THE CREATE WHITE TECHNICAL DOCUMENTS BE FOUND?

All IdeaPaint CREATE White installation instructions and videos, as well as all technical documents, can be found at ideapaint.ca/installation-specs/create. These instructions should be reviewed before applying IdeaPaint.

CAN CREATE WHITE BE TINTED TO A CUSTOM COLOR?

IdeaPaint CREATE White cannot be tinted to a custom color. If you are looking for a specific color however, CREATE Clear is a transparent solution that can be applied over any color paint, seamlessly blending with any interior décor.

IS CREATE WHITE ENVIRONMENTALLY FRIENDLY?

IdeaPaint CREATE White is an environmentally responsible coating that meets the stringent requirements of UL GREENGUARD Gold. A certified low-emission product, IdeaPaint CREATE fully adheres to the VOC limits established by South Coast Air Quality Management District (SCAQMD), California Air Resources Board (CARB), and Leadership in Energy and Environmental Design (LEED).

ARE THERE ANY SAFETY PRECAUTIONS THAT SHOULD BE FOLLOWED?

Yes. Rubber gloves and safety goggles are recommended. The safety precautions outlined in IdeaPaint's Safety Data Sheet, found at ideapaint.ca/installation-specs/create, should be followed.

WHAT IS THE BEST WAY TO PREPARE A SURFACE TO APPLY CREATE WHITE?

Due to IdeaPaint's high gloss nature, surface imperfections can be magnified. Repair any scratches or bumps on the surface. Allow spackle to dry completely. Then, sand, smooth and wipe with a clean dry cloth. Next, prime using one of our preferred primers and apply CREATE White. Visit ideapaint.ca/installation-specs/create for a complete list of our preferred primers and base coat paints.

CAN IDEAPAIN CREATE BE APPLIED OVER AN EXISTING WALL COLOR?

Yes, CREATE White can go over an existing wall color. If you are changing the color of your wall, prime using one of our preferred white primers for best coverage.

SHOULD THE SURFACE BE PRIMED BEFORE APPLYING CREATE WHITE?

Yes. Prime the surface using one of our preferred primers if:

1. Application is on new drywall. Primer acts as a sealant and barrier prior to installing IdeaPaint as a top coat.
2. IdeaPaint is used to change the color of the wall. For instance, prior to applying CREATE White on a blue wall, prep and prime the surface to allow the primer to act as a color shield. This will ensure that the blue does not bleed through the IdeaPaint white colored surface.
3. The surface is excessively damaged and has been heavily repaired with spackle and sanding. Priming is recommended to achieve the smoothest possible surface.
4. Applying over a non-latex coated surface.
5. Over wood, be sure to put a coating of sanding sealer on before applying CREATE.*

Priming is not required if you are applying IdeaPaint CREATE White over white latex paint.

*When installing IdeaPaint over a substrate other than drywall view our Substrate Specific Installation Guide, or email us at csr@dundasmatheson.com.

WHAT PRIMER IS RECOMMENDED FOR CREATE WHITE?

For most installations of IdeaPaint CREATE White, use 2 coats of preferred primer, such as: IdeaPaint PRIMER, Sherwin-Williams Multi-Purpose Primer, PPG Seal Grip, Glidden Gripper Latex Primer or Kilz Premium Primer. Visit ideapaint.ca/installation-specs/create for a complete list of preferred primers.

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WHAT IS THE RECOMMENDED WAIT TIME BEFORE APPLYING CREATE WHITE OVER A FRESHLY PRIMED SURFACE?

Review the manufacturer's instructions for the primer and follow their recommendations for applying a second coat. (If using IdeaPaint Primer, wait 3 hours before applying the second coat.) Wait 24 hours before applying IdeaPaint CREATE White.

DOES CREATE WHITE HAVE AN ODOR?

CREATE White is virtually odorless. It is still recommended to properly ventilate the space, as when applying any traditional paint. Open windows, doors and HVAC system to 100% air exhaust to ventilate area and aid in curing and drying.

CAN IDEAPAIN RECOMMEND A LOCAL INSTALLER FOR CREATE WHITE?

If you are looking for an IdeaPaint installer in your region, email us at csr@dundasmatheson.com and we can recommend someone to you. CREATE White does not require professional installation however. Before applying, refer to the IdeaPaint CREATE White installation instructions and video at ideapaint.ca/installation-specs/create.

HOW DIFFICULT IS IT TO APPLY CREATE WHITE?

IdeaPaint CREATE can be installed successfully by anyone who is comfortable painting traditional latex paint. Before applying, refer to the IdeaPaint CREATE White installation instructions and video at ideapaint.ca/installation-specs/create.

HOW LONG WILL A CREATE WHITE SURFACE LAST?

Each IdeaPaint CREATE White kit is backed by a 10-year limited warranty that guarantees IdeaPaint will not crack, yellow, or peel. This warranty is outlined in our Terms & Conditions.

Remember that the writing and erasing performance of an IdeaPaint surface is prolonged with proper maintenance and upkeep, which can be found in our Use & Care Guide.

HOW CAN CREATE WHITE BE REMOVED FROM THE WALL?

IdeaPaint never needs to be removed. If an IdeaPaint surface is no longer needed, paint over it similar to any painted wall. Simply sand the surface, prime and then paint.

WHAT IS THE RECOMMENDED WAY TO CLEAN CREATE WHITE OFF OF HANDS, TRIM BOARDS OR OTHER SURFACES?

Clean CREATE White off hands with soap and water. Clean any other surface by applying the acetone to a rag, then work the spill with the damp rag.

WHEN WILL THE CREATE WHITE SURFACE BE READY FOR USE?

IdeaPaint CREATE White is ready to write on after 4 days. Both writing and erasing performance will improve as the IdeaPaint surface ages, even after the initial cure period.

CAN A CREATE WHITE SURFACE BE TOUCHED UP?

Yes. The patch may be slightly visible, but it will not impact writing performance. Sand the trouble spot, wipe clean, and prime. After the primer dries, re-apply IdeaPaint CREATE White to the area by feathering it in with a 4 inch foam roller. If there are multiple spots that need to be repaired, it is recommended to recoat the entire surface.

If your wall is damaged, contact us at csr@dundasmatheson.com for further instruction.