

Guide Specifications for Designers and Specifiers: This document specifies IdeaPaint™ Magnetic Primer, and is provided for your use in CSI 3-Part Format. For further assistance, call 1-800-588-3990, email csr@dundasmatheson.com, or visit ideapaint.ca/magnetic-primer.



SECTION 099123 / MAGNETIC PRIMER
(IdeaPaint™ Magnetic Primer)

GENERAL

1. SECTION INCLUDES
 - A. Magnetic Primer.
2. RELATED SECTIONS
 - A. Section 092116 - Gypsum Board Assemblies; gypsum board substrate.
 - B. Section 101100 - Visual Display Surfaces; whiteboard and chalkboard substrates.
3. SUBMITTALS
 - A. Comply with Division 1 Section: Submittals.
 - B. Product Data: Manufacturer's data sheets on each product to be used, including:
 - I. Preparation instructions and recommendations.
 - II. Storage and handling requirements and recommendations.
 - III. Installation methods.
 - C. Maintenance Instructions: Provide precautions against cleaning materials and methods that may be detrimental to finish and performance.
 - D. Samples: Submit verification sample of Magnetic Primer on manufacturer's standard sample swatch.
4. QUALITY ASSURANCE
 - A. Manufacturer Qualifications: Minimum 3 years manufacturing primers.
 - B. Mock-ups: Prepare mock-ups for Architect's review and to establish requirements for substrate finish and final coating application, texture, and color.
 - I. Install Magnetic Primer mock-up in area designated by Architect.
 - II. Correct areas, modify method of application/installation, or adjust finish texture as directed by Architect to comply with specified requirements.
 - III. Maintain mock-ups accessible to serve as a standard of quality for this Section.
 - IV. Accepted mock-ups may remain in place.
 - C. Sustainable Design:
 - I. Indoor Air Quality: UL GREENGUARD Gold Certified product.
5. DELIVERY, STORAGE, AND HANDLING
 - A. Deliver materials in original factory wrappings and containers, clearly labeled with manufacturer, product name, and fire hazard classification.
 - B. Store materials in original undamaged packages and containers inside a well-ventilated area protected from weather, moisture, soiling, extreme temperatures, and humidity. Store at room temperature of 77°F.

6. PROJECT CONDITIONS

- A. Maintain ambient temperature can be as low as 40°F or up to 100°F.
 - I. Do not paint in direct sunlight or on a hot surface.
 - II. If possible, plan your painting to avoid rain, moisture, and high humidity for the first 24 hours of curing. These conditions will extend curing and recoat times.

7. WARRANTY

- A. Warranty: Manufacturer's lifetime limited material warranty.

PRODUCTS

1. MANUFACTURER

- A. Manufacturer: IdeaPaint, 40 Broad Street, 1st Floor, Boston, MA 02109
 - I. Telephone: 617-714-1050, 1-800-588-3990
 - II. Email: customerservice@ideapaint.com, csr@dundasmatheson.com
 - III. Website: www.ideapaint.com, www.ideapaint.ca

2. PRODUCTS

- A. IdeaPaint Magnetic Primer: a high-quality basecoat that transforms virtually any flat surface into a magnetic platform.
 - I. Color: Light Gray
 - II. Finish: Flat
 - III. VOC (EPA Method 24): <10 g/L
 - IV. Shelf-Life: 24 months
 - V. Non-Volatile Matter (ASTM D2369): 74%
 - VI. Solids (ASTM D2369): 25%
 - VII. Pigment/Titanium Dioxide (ASTM D2369): 18%
 - VIII. Density (ASTM D1475): 18.86 lbs/gal
 - IX. Surface Drying Time: 30-45 minutes
 - X. Hard Drying Time: 3 hours to topcoat
 - XI. Viscosity: 95 +/- 10 Ku
 - XII. Flashpoint (ASTM D92 Open Cup): > 200°F
 - XIII. Fire Rating (ASTM E84): Class A – Flame Spread 5, Smoke Development 10.

EXECUTION

1. SURFACE PREPARATION

- A. Remove hardware, accessories, plates and similar items.
- B. The surface must be clean, dry, and free from wax, polish, grease, oils, chalk, dirt, loose paint, and other contaminants.
- C. Scuff-sand hard, glossy surfaces for maximum adhesion.
- D. Use only with adequate ventilation. To avoid over exposure, open windows and doors to properly ventilate the room and ensure fresh air during application and drying. (Keep the temperature between 40-100°F.)

- E. Metal pigments will settle to bottom – **hand stir thoroughly for 3-5 minutes prior to application** to ensure smooth, even consistency. You know your paint is ready when the color is a consistent gray.

2. APPLICATION

- A. Comply with manufacturer’s Magnetic Primer installation instructions printed on the can label or found at ideapaint.ca/technical-information.
- B. Best results are achieved with a 3/8” nap synthetic roller.
- C. IdeaPaint Magnetic Primer requires 3 heavy, wet-on-wet coats. It is important to apply the appropriate amount of primer for the desired coverage area – achieving wet mils of 5-6 mils, and avoiding sags and roller marks as you go. There is no need to sand before applying your top coat.
- D. If top-coating with IdeaPaint White Dry Erase Paint for a magnetic, dry erasable surface:
 - I. Wait 3 hours.
 - II. Apply 1 coat of recommended premium acrylic primer to hide the color.
 - a. Visit ideapaint.ca/technical-information for a list of recommended primers.
 - III. Allow 24 hours before applying IdeaPaint White, in accordance with Manufacturer’s instructions.
- E. If top-coating with IdeaPaint Clear Dry Erase Paint, for a magnetic, dry erasable surface in your color of choice:
 - I. Wait 3 hours.
 - II. Apply 1 coat of recommended premium acrylic primer.
 - a. Visit ideapaint.ca/technical-information for a list of recommended primers.
 - III. Apply 2 coats of high-quality architectural grade latex paint with a semi-gloss or gloss finish.
 - a. Visit ideapaint.ca/technical-information for a list of recommended basecoat paints.
 - IV. Allow 24 hours before applying IdeaPaint Clear, in accordance with Manufacturer’s instructions.
- F. If top-coating with latex paint:
 - I. Wait 3 hours.
 - II. Apply 1 coat of recommended premium acrylic primer.
 - a. Visit ideapaint.ca/technical-information for a list of recommended primers.
 - III. Apply 2 coats of premium latex paint in the color of your choice. (A premium quality finish will help to avoid burnishing from frequent magnet use on the surface.)

3. CLEAN UP

- A. Clean equipment immediately after use with soap and water. Clean spatters or spills immediately with warm water. If IdeaPaint Magnetic Primer sets-up or cures, use a lacquer thinner.

4. PROTECTION

- A. Protect installed product and finished surfaces from damage during construction.

END OF SECTION. REV 03/29/2017.