



IdeaPaint Magnetic Primer

Interior Magnetic Primer

Flat Finish

<u>CHARACTERISTICS</u>	<u>SPECIFICATIONS</u>	<u>SPECIFICATIONS (cont.)</u>
<p>IdeaPaint Magnetic Primer is a high-quality basecoat that transforms virtually any flat surface into a magnetic platform.</p> <p>Color: Light Gray Drying Time: 72°F, 50% RH Touch: 30 minutes Topcoat latex: 3 hours Topcoat dry erase: 24 hours Finish: Flat Flash Point: >200 °F (>93.9 °C) Vehicle Type: Acrylic modified Polyurethane dispersion VOC: 56 g/L Weight per Gallon: 18.3 lbs/gal.</p>	<p>Dry Wall <i>If top-coating with IdeaPaint White Dry Erase Paint...</i> 1 ct. IdeaPaint Magnetic Primer, applied according to the manufacturer's instructions.</p> <p>1 ct. recommended premium acrylic primer to hide the color. Visit ideapaint.com/basecoats for a list of recommended primers.</p> <p>1 ct. IdeaPaint White Dry Erase Paint, applied according to the manufacturer's instructions.</p> <p><i>If top-coating with IdeaPaint Clear Dry Erase Paint...</i> 1 ct. IdeaPaint Magnetic Primer, applied according to the manufacturer's instructions.</p> <p>1 ct. recommended premium acrylic primer to hide the color. Visit ideapaint.com/basecoats for a list of recommended primers.</p> <p>2 cts. recommended high-quality architectural grade latex paint with a semi-gloss or gloss finish. Visit ideapaint.com/basecoats for a list of recommended latex paints.</p> <p>1 ct. IdeaPaint Clear Dry Erase Paint, applied according to manufacturers instructions.</p>	<p><i>If top-coating with latex paint...</i> 1 ct. IdeaPaint Magnetic Primer, applied according to the manufacturer's instructions. Wait 3 hours.</p> <p>1 ct. premium acrylic primer/sealer to hide the color.</p> <p>2 cts. premium acrylic latex in the color of your choice. (A premium quality finish will help to avoid burnishing from frequent magnet use on the surface.)</p> <p><i>A complete list of our recommended primers and base coat paints can be found at ideapaint.com/basecoats.</i></p> <p><u>SURFACE PREPARATION</u></p> <p>Dry Wall The surface must be clean, dry, and free from wax, polish, grease, oils, chalk, dirt, loose paint, and other contaminants. Scuff-sand hard, glossy surfaces for maximum adhesion.</p>



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<u>ADDITIONAL PREPARATION</u>	<u>APPLICATION</u>	<u>CAUTIONS</u>
<p>IdeaPaint Magnetic Primer is ready to apply from the can. Metal pigments will settle to bottom – stir thoroughly for 3-5 minutes prior to application to ensure a smooth, even consistency. You will know your paint is ready when the color is a consistent gray.</p> <p>The ambient and surface temperature can be as low as 40 °F or up to 100 °F. Do not paint in direct sunlight or on a hot surface. 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.</p>	<p>IdeaPaint Magnetic Primer requires 3 heavy, wet-on-wet coats. Best results are achieved with a 3/8” nap synthetic roller. 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.</p> <p>If top-coating with IdeaPaint White Dry Erase Paint for a magnetic, dry erasable surface: Wait 3 hours, and then apply 1 coat of premium acrylic primer to hide the color. Allow 24 hours before applying IdeaPaint White.</p> <p>If top-coating with IdeaPaint Clear Dry Erase Paint for a magnetic, dry erasable surface in your color of choice: Wait 3 hours, and then apply 1 coat of a premium acrylic primer to hide the color, followed by 2 coats of premium acrylic latex. For best results use a semi-gloss or gloss finish. Allow 24 hrs. before applying IdeaPaint Clear.</p> <p>If top-coating with latex paint for a magnetic-only surface in your color of choice: Wait 3 hours, and then apply a premium acrylic primer/sealer to hide the color, followed by 2 coats of a premium acrylic latex. (A premium quality finish will help to avoid burnishing from frequent magnet use on the surface.)</p> <p>Visit ideapaint.ca/technical-information for a list of preferred primers and base coat latex paints.</p>	<p>Use Personal Protective Equipment recommended in the IdeaPaint Magnetic Primer SDS. Eating, drinking, and smoking should be prohibited in areas where this material is handled, stored, and processed. Persons with acrylic allergy should not work with this product. Avoid inhalation of vapors and contact with skin, eyes and clothing. Avoid release to the environment. Provide adequate ventilation. In case of inadequate ventilation, use respiratory protection. Good personal hygiene is necessary. Wash hands and contaminated areas with water and soap before leaving the work site. Do not reuse this container. "Empty" containers retain product residue (liquid or vapor) and can be dangerous. DO NOT TAKE INTERNALLY. KEEP OUT OF REACH OF CHILDREN.</p> <p>REV 02/23/2017 The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of IdeaPaint, Inc. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your IdeaPaint representative to obtain the most recent Product Data Sheet.</p>