



Platinum® Plus Ceiling Interior 100% Acrylic Enamel

Product Data Sheet

Paint + Primer

DB654-07 – Flat

When you're painting your home, don't forget the fifth wall ... the ceiling! With spatter-resistant technology and smooth, even application, **Dutch Boy® Platinum® Plus Ceiling Interior 100% Acrylic Paint + Primer with Extreme-Hide Technology** provides exceptional beauty with less effort. Tintable to hundreds of beautiful colors, its exceptional application, hide and ability to seal most common household stains gives you a gorgeous painted surface. This advanced No Prep, No Prime formula eliminates the need for extensive surface preparation, helping you complete projects faster and with fewer steps. Not only does Platinum Paint + Primer adhere to difficult surfaces, such as smooth, glossy paint, but it also does so without the need to sand or prime. Available in the easy-to-use Dutch Boy Twist & Pour® container.

Features

- Paint + Primer with Extreme-Hide Technology provides exceptional beauty with less effort
- No Prep, No Prime feature enables Platinum® Plus coating to be applied directly over sound, non-peeling, previously painted glossy surfaces or uncoated drywall, plaster, masonry, and non-bleeding wood without the need to sand or prime
- Extreme-hide technology provides excellent coverage in fewer coats
- Excellent spatter resistance helps protect floors and walls
- Can be tinted to hundreds of pastel colors
- Specially formulated to resist mildew growth on the paint film
- Backed by an unconditional satisfaction, lifetime warranty

Where To Use

Use on properly prepared, previously painted or bare interior ceilings of textured or smooth drywall, plaster, masonry, wood and acoustical tile.

Recommended Systems

The No-Prep, No-Prime feature enables Platinum® Plus Ceiling coating to be applied directly over sound, non-peeling, previously painted glossy surfaces or uncoated drywall, plaster, masonry, non-bleeding wood and acoustical tile without the need to sand or prime.

Previously Painted Surfaces:

- Use Platinum® Plus Ceiling Paint + Primer to spot prime bare areas, allow to dry, then paint entire surface.
- 1-2 coats of Platinum® Ceiling Paint + Primer

Bare Surfaces: Drywall, Plaster, Masonry, Wood and

Acoustical Tile:

- 1-2 coats of Platinum® Plus Ceiling Paint + Primer
- The first coat of Platinum® Plus Ceiling Paint + Primer serves as a priming coat and the second coat provides final appearance and performance.

Severely Stained/Bleeding Surfaces:

Extreme household stains, watermarks, wood knots, bleeding woods such as cedar and redwood, or other surfaces where paint adhesion or stain suppression is a particular problem, use an appropriate primer.

- 1-2 coats of Platinum® Plus Ceiling Paint + Primer

COVERAGE:



400 sq. ft./gal (smooth)
125 - 300 sq. ft./gal
(rough surface)

DRY TIME (@77°F, 50%



Touch: 1 hour
Recoat: 4 hours

APPLICATION:



Brush: nylon/polyester
Roller: 1/4" - 1/2" synthetic nap
Spray (Airless): 2000 psi Tip .015" - .019"

CLEAN UP:



Warm soapy water

Application

- Apply when surface, air and product temperatures are above 50°F. Paint dries best between 65°F and 85°F.
- Stir paint thoroughly. Mix gallons together when using more than one gallon of the same product.
- Brush a 3" border around all edges.
- Fill the roller completely. Apply paint in the form of an "N". Fill the center of the "N" with horizontal strokes from side to side.
- Lightly smooth out with vertical strokes. Repeat "N" pattern with a freshly loaded roller, continuing to work in 2' by 2' sections.
- Always roll from the dry, unpainted area into the wet edge.
- Other methods may require multiple coats for a professional-looking finish.

Brush:

Nylon/Polyester

Roller:

Synthetic, 1/4" – 1/2" Nap

Sprayer – Airless:

2000 psi, .015" – .019" Tip

Clean Up/Disposal

- Clean hands and tools with warm, soapy water.
- Promptly wipe up spills and spatters with a damp cloth.
- In event of a spill, absorb with inert material such as sand or kitty litter.
- Dispose of empty container or unused portion in accordance with local, state, and federal regulations.
- After cleaning, flush spray equipment with mineral spirits to prevent rusting of the equipment. Follow manufacturer's safety recommendations when using mineral spirits.

Maintenance

Freshly painted surfaces may be washed after 30 days. Clean with mild, non-abrasive, non-oily cleanser and water.

Cautions

- Protect from freezing
- For interior use only

For more information, please call 1-800-828-5669, or visit www.dutchboy.com

Surface Prep

WARNING! Removal of old paint by sanding, scraping or other means may generate dust or fumes that contain lead. Exposure to lead dust or fumes may cause brain damage or other adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For more information, call the National Lead Information Center at 1-800-424-LEAD (In US) or contact your local health authority.

All surfaces should be sound, clean and dry. Remove loose paint. Wash with a mild, non-abrasive, non-oily cleanser and water. Rinse completely, let dry. Fill cracks and holes with patching/spackling paste, let dry and sand smooth. Remove sanding dust with a damp cloth.

Drywall: Wipe with a damp cloth to remove dust. Allow to dry. Fill cracks & holes with spackling compound and sand smooth. Joint compound must be cured and sanded smooth. Remove all sanding dust.

Plaster: All new surfaces must be hard and cured according to the supplier's recommendations—usually at least 30 days. Treat textured, soft, porous, or powdery plaster with a solution of 1 part household vinegar to 1 gallon of water. Repeat until the surface is hard, rinse with water and allow to dry.

Wood: Sand any exposed wood to a fresh smooth surface. Patch all holes and imperfections with a wood filler or putty and sand smooth. Remove all sanding dust.

Acoustical Tile: Remove dust from tiles with a vacuum or by dusting. In order to maintain the tile's acoustical properties, apply paint directly to the tiles; do not prime.

Masonry: Allow new masonry to cure at least 30 days. pH should be less than 9. Clean old masonry with a wire bristle brush to remove all loose concrete and efflorescence. Rinse thoroughly and allow to dry. Fill rough surfaces, if desired, with block filler.

Caulking: Fill gaps between walls, ceilings, crown moldings, and other trim with latex or siliconized latex caulk after priming the surface.

Mildew: Remove mildew before painting by washing with a solution of 1 part liquid bleach and 3 parts water. Apply the solution and scrub the mildewed area. Allow the solution to remain on the mildewed area for 10 minutes. Rinse thoroughly with water and allow surface to dry before painting. Wear protective eyewear, waterproof gloves, and protective clothing. Quickly wash off any of the mixture that comes in contact with your skin. **DO NOT ADD DETERGENTS OR AMMONIA TO THE BLEACH/WATER SOLUTION.**

Technical Data

Vehicle: 100% Acrylic

Finish: 0-6 units @ 85°

Flash Point: N/A

Weight Solids: 59% ± 2%

Volume Solids: 43% ± 2%

Dry Time(@77°F and 50% R.H.):

To Touch: 1 hour

To Recoat: 4 hours

Weight per gallon: 11.6 lb/gal

VOC: VOC <25 g/L - 0.42lb/gal as per 40 CFR 59.406

Spread Rate:

Smooth surface: 400 sq. ft. per gal

Acoustical tile, rough or textured surfaces: 125-300 sq. ft. per gal

Film Thickness: @ 4 mils wet: 1.73 mils dry

Sizes: Gallon

The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of Dutch Boy Paints. Information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your Dutch Boy Paint Retailer or sales representative to obtain the most recent Product Data Sheet.