Duration Home®
Interior Latex Flat
A95 Series

CHARACTERISTICS
Duration Home Interior Latex with Moisture Resistant Technology™ offering quick return to service & durability in moist environments like bathrooms.
Also provides:
• Long lasting beauty
• Washability & Cleanability
• Resistant to stains, scuffs, & burnishing
• Very easy application
• Anti-Microbial*

Color: Most Colors
To optimize hide and color development, always use the recommended P-Shade primer

Coverage: 350-400 sq. ft. per gallon
@ 4 mils wet;
1.6 mils dry

Drying Time, @ 77°F, 50% RH:
Touch: 1 Hour
Recoat: 4 Hours
Drying and recoat times are temperature, humidity, and film thickness dependent

Finish:
0-5 units @ 60°
1-5 units @ 85°

Tinting with CCE only:
Base: oz. per gallon: Strength: SherColor
Extra White 0-7
Deep Base 4-12
Ultradeep base 10-12
Accent Base 12-20

APPLICATION TIPS
For touching-up, reduce the product by one pint per gallon.
To assure maximum washability and durability, wait at least 14 days before washing Duration Home Coating.
When removing stains, dirt, and marks, use a soft cloth or sponge with water. Stubborn stains may require the use of a general purpose household cleaner for total removal. Do not use an abrasive cleaner or scrub brush to remove stains.

Surfactant leaching is a term used when a concentration of water-soluble paint ingredients called “surfactants” are noticed on the surface of a latex paint film. Surfactant leaching is most commonly seen as a streak or stain of tan, brown, or clear spots that sometimes can be glossy, soapy, oily or even sticky. Surfactants are soap-like materials that help in the dispersion of the paint’s pigment and latex binders.

Duration Home with Moisture Resistant Technology has excellent resistance to surfactant leaching when applied on new or existing substrates. However, surfactants can remain on existing painted surfaces if not removed prior to coating. Existing painted surfaces must be thoroughly washed clean and allowed to dry prior to applying any finish.

SPECIFICATIONS
Duration Home Interior Latex can be used directly over existing coatings, bare drywall, or plaster (cured with a pH of less than 9).

Block:
1 coat Loxon Acrylic Block Surfacer
2 coats Duration Home Interior Latex

Drywall:
Self-prime use 2 coats of Duration Home Interior Latex
or
1 coat Premium Wall and Wood Primer
2 coats Duration Home Interior Latex

Masonry:
1 coat Loxon Concrete and Masonry Primer
2 coats Duration Home Interior Latex

Plaster:
Self-prime use 2 coats of Duration Home Interior Latex
or
1 coat Loxon Concrete and Masonry Primer
2 coats Duration Home Interior Latex

Wood:
1 coat Premium Wall and Wood Primer
2 coats Duration Home Interior Latex
If the wood has bleeding (such as tannin or knot-holes), prime with Multi-Purpose Primer.

Other primers may be appropriate.
When repainting involves a drastic color change, a coat of primer will improve the hiding performance of the topcoat color.
**SURFACE PREPARATION**

**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.

Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Existing peeled or checked paint should be scraped and sanded to a sound surface. Glossy surfaces should be sanded dull. Stains from water, smoke, ink, pencil, grease, etc. should be sealed with the appropriate primer-sealer. Recognize that any surface preparation short of total removal of the old coating may compromise the service length of the system.

**Caulking:**
Gaps between walls, ceilings, crown moldings, and other interior trim can be filled with the appropriate caulk after priming the surface.

**Drywall:**
Fill cracks and holes with patching paste/spackle and sand smooth. Joint compounds must be cured and sanded smooth. Remove all sanding dust.

**Masonry, Concrete, Cement, Block:**
All new surfaces must be cured according to the supplier’s recommendations—usually about 30 days. Remove all form release and curing agents. Rough surfaces can be filled to provide a smooth surface. If painting cannot wait 30 days, allow the surface to cure 7 days and prime the surface with Loxon Concrete & Masonry Primer.

**SURFACE PREPARATION**

**Mildew:**
Prior to attempting to remove mildew, it is always recommended to test any cleaner on a small, inconspicuous area prior to use. Bleach and bleaching type cleaners may damage or discolor existing paint films. Bleach alternative cleaning solutions may be advised.

Mildew may be removed 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 surface for 10 minutes. Rinse thoroughly with water and allow the 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.

**Plaster:**
Must be cured, usually 30 days, and hard. If painting cannot wait, allow the surface to dry 7 days and prime with Loxon Concrete and Masonry Primer. Soft, porous, or powdery plaster should be treated with a solution of 1 pint household vinegar to 1 gallon of water. Repeat until the surface is hard, rinse with water and allow to dry before painting.

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

**CAUTIONS**

For interior use only.
Protect from freezing.
Non-photochemically reactive.

Before using, carefully read CAUTIONS on label

Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. **FIRST AID:** In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. **WARNING:** This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. **DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN.**

**CLEANUP INFORMATION**

Clean spills, spatters, hands and tools immediately after use with soap and warm water. After cleaning, flush spray equipment with compliant cleanup solvent to prevent rusting of the equipment. Follow manufacturer’s safety recommendations when using solvents.