



FLAT PAINT



PRODUCT INFORMATION

KILZ IDENTITY™ PAINT & PRIMER IN ONE Interior/Exterior Flat Wall & Ceiling Paint is an ultra premium stain-blocking acrylic product. Its advanced acrylic technology delivers a high performance finish that blocks stains and resists staining, fading and peeling. It provides excellent hide and has a durable and scrubbable mildew-resistant finish.

RECOMMENDED USES

Use on properly prepared coated or uncoated surfaces. Apply to:

- **INTERIOR:** Ideal for interior walls and ceilings. Excellent for bedrooms, family rooms, dining rooms, kids' rooms, hallways and offices.
- **EXTERIOR:** Great for exterior siding, trim, windows, doors and woodwork.
- **SURFACES:** Wood, Drywall, Masonry, Stucco, Brick, Vinyl, Cured Plaster & Aluminum.

NOTE: For vinyl siding, only paint with a color lighter than the original siding color.

PRODUCT SPECIFICATIONS

FILL LEVEL/ MAXIMUM TINT

W5201 Ultra Bright White/ Base 1

Quart 31.5 oz. / 1 oz.
1 Gallon 126 oz. / 4 oz.

W5204 Base 2

Quart 30 oz. / 2 oz.
1 Gallon 120 oz. / 10 oz.

W5203 Base 3

Quart 29 oz. / 3 oz.
1 Gallon 116 oz./14 oz.

FINISH

Sheen @ 85° <5
Sheen level depends on porosity of surface and various surface irregularities.

Resin Type: 100% ACRYLIC

- ***Weight Solids:** 59%
- ***Volume Solids:** 44%
- ***Weight /Gallon (lbs):** 11.52
- ***Viscosity:** 100-110 KU

VOC: < 50 g/L

The addition of colorants may add VOCs.

FLASHPOINT

N/A

COVERAGE RATE

250-400 sq. ft. per gallon depending on the surface texture, porosity and the application method.

RECOMMENDED FILM THICKNESS

Film thickness depends on porosity of surface and various substrate irregularities.

- At 200 sq. ft. per gallon:
Wet: 8 mils; **Dry:** 3.4 mils
- At 300 sq. ft. per gallon:
Wet: 5.3 mils; **Dry:** 2.2 mils
- At 350 sq. ft. per gallon:
Wet: 4.6 mils; **Dry:** 1.9 mils

APPLICATION

Airless Spray:

- Tip: .015" - .021"
- Filter: 60 mesh
- PSI: Fluid pressure of 1,500 - 2,200

Roller:

- Smooth Surfaces: 3/8" - 1/2" nap
- Rough Surfaces: 1/2" - 3/4" nap

Brush:

Nylon / Polyester Blend

DO NOT THIN if using a roller or brush; however, if using a sprayer and thinning is required, thin with water at a ratio of no more than 8 oz. per gallon.

DRY TIME @ 77°F and 50% RH:

- To Touch: 2 hours
- To Recoat: 4 hours
- Full Cure: 2 weeks

Darker colors may require additional dry time between coats. Cooler temperatures or higher humidity may prolong drying time.

SURFACE PREPARATION

All surfaces must be clean and free of dust, chalk, oil, grease, wax, polish, mold and mildew stains, loose and peeling paint, rust, and all other foreign substances.

COMPLIES WITH THE BELOW AS OF 2/10/2015			
SCAQMD	YES	AIM	YES
CARB	YES	MPI#	NO
OTC	YES	MPI X-GREEN	NO
LADCO	YES		

New Drywall:

All drywall surfaces should be sufficiently sanded smooth. Remove any remaining drywall dust prior to priming. Allow all drywall compounds to be completely dry prior to coating.

Previously Painted Drywall:

Remove all loose and peeling paint and all other foreign substances. Clean any dirt and grease by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Set nails and fill holes, scratches, and gouges with the appropriate spackling material and let dry completely and sand smooth. Remove all dust with a wiping cloth. Fill all gaps with a paintable caulking, and allow to completely dry prior to coating.

Glossy Surfaces:

For maximum adhesion, scuff sand the surface before coating.

New Wood:

WARNING! Sanding or scraping pressure treated lumber may be hazardous; wear appropriate protection. Remove mill glaze with sandpaper. Set nails and fill holes, scratches, and gouges with the appropriate wood filler and let dry completely. Remove all dust with a wiping cloth. Fill all gaps with a paintable caulking, and allow to completely dry prior to coating.

New Plaster:

New plaster should be thoroughly dried out and cured for a minimum of 30 days before painting. When cured, clean using a mixed solution of one part vinegar and one part water to remove efflorescence and neutralize.

Previously Painted Plaster:

Remove all loose and peeling paint and all other foreign substances. Clean any dirt and grease by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Set nails and fill holes, scratches, and gouges with the appropriate spackling material and let dry completely and sand smooth. Remove all dust with a wiping cloth. Fill all gaps with a paintable caulking, and allow to completely dry prior to coating.

* Numbers given here are from Ultra Bright White/ Base 1. This information is provided "as is" and no representations or warranties, either express or implied, of merchantability, fitness for a particular purpose or of any other nature are made with respect to this information or to any product referred to in this information. For SDS or to consult with a technical service representative, call 1-866-275-5459 (1-866-ASK-KILZ) • www.kilz.com



FLAT PAINT



SURFACE PREPARATION *(CONTINUED)*

Masonry:

All masonry surfaces must be cured at least 30 days before painting. The pH must be 10.0 or lower prior to coating. Smooth masonry may require an adequate profile for adhesion. For all other smooth concrete, create a profile using a product such as KILZ® CONCRETE & MASONRY CLEANER & ETCHER No. L0502 or with mechanical means. Remove loose aggregate and debris using a product such as KILZ CONCRETE & MASONRY CLEANER & ETCHER No. L0502.

Ferrous and Non-Ferrous Metal:

The oil film on new non-ferrous metal must be removed before it is painted. Remove oil film with a detergent and water solution. For better paint adhesion, sand the surface with sandpaper, steel wool, or by using a product such as KILZ CONCRETE & MASONRY CLEANER & ETCHER No. L0502. Clean by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water.

Metal:

Remove all rust and mill scale using sandpaper, steel wool, abrasive blasting, or other abrading methods to create a profile on the metal's surface. **New Surfaces:** Clean the metal by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Bare metal must be primed the same day it is cleaned.

Stainblocking:

For unpainted or heavily-stained surfaces, prime using a product such as KILZ PREMIUM Primer/sealer/stain blocker. After priming, test for stain bleed-through by applying the topcoat to a small section. If the stain bleeds through the topcoat, apply a second coat of primer and test again before top-coating the entire area. If bleeding continues, a longer dry time of the primer may be needed before top-coating.

WARNING! If you scrape, sand or remove old paint, you may release lead dust. **LEAD IS TOXIC.** Contact the National Lead Information Center at 1-800-424-LEAD or log on to www.epa.gov/lead.

RECOMMENDED PRIMER/SYSTEMS

PROPERLY PREPARED NEW SURFACES:

Drywall, Plaster, Masonry and Wood:

- 2 coats of KILZ IDENTITY Paint is minimum required for new or uncoated surfaces and surfaces with severe tannin and stains.

Ferrous and Non-Ferrous Metal

- For previously painted metal surfaces, use KILZ PREMIUM Water Based Interior/Exterior Primer.

PREVIOUSLY PAINTED SURFACES:

- Use a full coat, or spot prime repaired surfaces with heavy stains, including tannin, with KILZ IDENTITY Paint.

CLEAN UP & DISPOSAL

Clean all tools and equipment with water. For disposal of empty containers and unused product, contact your household refuse collection service.

CAUTIONS/LIMITATIONS

- **IMPORTANT!** Do not open can without reading instructions.
- For tint bases-do not use without addition of colorant.
- Do not use on floors.
- Do not use when air and surface temperature are below 40°F or above 90°F.
- Shelf life under normal conditions are 2 years unopened.
- Keep from freezing.

GENERAL INFORMATION:



WARNING: Causes eye and skin irritation. Wear protective clothing, gloves, eye, and face protection. Do not eat, drink, or smoke when using this product. Take off contaminated clothing and wash it before reuse. Wash hands thoroughly after handling. Dispose of unused, contents, container and other contaminated wastes in accordance with local, state, federal and provincial regulations.

FIRST AID: If in eyes: Rinse cautiously with water for several minutes and remove contacts if present and easy to do. Continue rinsing and get medical attention if eye irritation persists. **If on skin:** Wash with plenty of soap and water. **If swallowed:** Rinse mouth and get medical attention if you feel unwell.

* Numbers given here are from Ultra Bright White/ Base 1.

This information is provided "as is" and no representations or warranties, either express or implied, of merchantability, fitness for a particular purpose or of any other nature are made with respect to this information or to any product referred to in this information. For SDS or to consult with a technical service representative, call 1-866-275-5459 (1-866-ASK-KILZ) • www.kilz.com