



ULTRA-HIDE® 150 High Build Interior Flat Primer Finish 1290-XXXXV

Previously GLIDDEN™ ULTRA-HIDE®
High-Build Latex Flat Interior Primer/Finish

DESCRIPTION

GLIDDEN PROFESSIONAL™ ULTRA-HIDE® 150 High Build Interior Flat Primer Finish has been developed for airless spray application; it dries to a uniform finish, minimizing surface imperfections. It can be used as a one-coat spray applied coating for new drywall and plaster surfaces.

CERTIFICATIONS

AS OF 7/1/2009, COMPLIES WITH	
MPI#	N/A
LEED	Yes
CHPS	No
GREENGUARD	No
AIM	Yes
OTC/LADCO	Yes
CARB	Yes
SCAQMD	Yes

PERFORMANCE DATA

CHARACTERISTIC:	RESULTS:
Airless Spray Touch-Up*	★★★★★★★★★★★☆☆
Dry Hide*	★★★★★★★★★★★★★★
Burnish Resistance*	★★★★★★★★★★☆☆☆
Shim Scrub Resistance*	★★★☆☆☆☆☆☆☆☆
Washability*	★★★★★★★☆☆☆☆
Sag Resistance	25-30 mils wet
Air and Substrate Application Temperature	50° F (10° C) - 90° F (32° C)
Service Temperature Limits	200° F (93° C)
Storage Temperature	40° (4° C) F - 95° F (35° C)

*Performance ratings are based on product comparisons to other products in that sheen range, performed at 77° F (25° C) 50% RH. Rating scale is from 1-10, 10 being the highest rating.

COMPOSITION

- Vinyl-Acrylic Resin
- Titanium Dioxide and Extender Pigments
- Not manufactured with lead or mercury containing materials.

SPECIFICATION

Color:

White, ready mix & custom colors

Clean-up Solvent:

Soap and water

Finish: Flat

Sheen: 0.2 - 2 units @ 85°

Density:

12.08 lbs/gal (1.45 kg/L)

Solids:

Volume - 34% +/- 1%

Weight - 55% +/- 1%

VOC:

50 g/L (0.42 lbs/gal) maximum

Refer to MSDS for regulatory VOC
content of complete product line

Theoretical Coverage @ 1 mil dry:

551 sq ft/gal (13 m²/L)

Practical Coverage:

Apply at up to 200-300 sq ft/gal (5-7
m²/L). Actual coverage may vary
depending on substrate and application
method.

Recommended Film Thickness:

5.3 - 8.0 mils wet

1.8 - 2.7 mils dry

Airless Spray Application:

Pressure - 2000 psi

Tip - .015" - .019"

Dry Time 77°F (25°C) & 50% RH:

To touch - 30-60 minutes

To recoat - 4 hours

Flame Spread Rating:

Class A (0-25) on non-combustible
surfaces

Flash Point:

None

Shelf Life:

1 year minimum - unopened



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9 FINISHES
PAINTING (09900)



SURFACE PREPARATION

GENERAL SURFACE PREPARATION:

All surfaces must be sound, dry, clean and free of oil, grease, dirt, rust, mildew, form release agents, curing compounds, loose and flaking paint and other foreign substances.

NEW SURFACES:

Drywall:

- Joint compound must dry for two days before priming
- Prime with 1030 PVA Wall Primer Sealer or for poorly finished drywall prime with 1040 Fill & Seal High Build Surfacer Primer or 1070 Fill & Seal Primer
- Product may be used self-priming on drywall, used as a primer under itself

Wood:

- Set nails, fill with latex spackle
- Sand smooth
- Dust clean
- Prime with 3210 GRIPPER® Interior Exterior Primer Sealer or 1110 STAIN JAMMER® Alkyd Primer.

Concrete, Plaster and Masonry:

- Cure at least 30 days before painting
- pH must be 10.0 or lower
- Roughen slick poured or precast concrete and remove sealers by chemical cleaning or abrasive method such as sandstripping
- Rinse thoroughly with water and allow to dry
- Must be internally dry
- Remove loose aggregate
- No primer required
- Product may be used self-priming on concrete, used as a primer under itself
- If smoothness is desired on open texture block walls, fill block with 3010 Concrete Coatings Block Filler

Steel:

- Performance over hand or power tool cleaned surfaces is dependent on the degree of cleaning
- Prime with Devflex 4020PF Direct-to-Metal Primer, DEVGUARD® 4360 Low VOC Universal Primer or DEVGUARD 4160 Multi-Purpose Tank & Structural Primer

Galvanized Metal and Aluminum:

- Clean off oils and other contaminants
- Prime with 3210 GRIPPER Interior Exterior Primer Sealer, Devflex 4020PF Direct-to-Metal Primer, DEVGUARD 4360 Low VOC Universal Primer or DEVGUARD 4160 Multi-Purpose Tank & Structural Primer

PREVIOUSLY PAINTED SURFACES:

- Wash to remove contaminants
- Rinse thoroughly with water and allow to dry
- Dull glossy areas by light sanding
- Remove sanding dust
- Remove loose paint
- Prime bare areas with primer specified under **NEW SURFACES**

WARNING! If you scrape, sand, or remove old paint, you may release lead dust. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear an NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

DIRECTIONS FOR USE

TINTING:

White tint base may be tinted with up to 3 oz/gal of DRAMATONE™ colorants. (For optimum touch-up, tint to colors with a light reflectance value of 70 or greater. See MASTER PALETTE® color notation for light reflectance value.)

SPREADING RATE:

Apply at up to 200-300 sq ft/gal (5-7 m²/L). Actual coverage may vary depending on surface texture and porosity.

APPLICATION:

Mix thoroughly before use. Apply using airless spray for best results. May also be backrolled. No thinning required. For airless spray application, use .015"-.019" tip at 2000 psi, adjust pressure as needed. Standard roller application may also be used (two coats may be required to obtain recommended film thickness). Brush application should be limited to small areas only. Application using conventional spray is not recommended. Do not apply when surface or air temperature is below 50°F (10°C). Provide good ventilation and warmth for normal drying.

DRYING TIME:

At 77°F (25°C) and 50% R.H., dries to touch in 30-60 minutes and to recoat in four hours. Low temperature, high humidity, thick films or poor ventilation will increase these times.

CLEAN-UP:

Clean hands and tools immediately with warm, soapy water. Clean spills right away with a damp cloth.

WASHING INSTRUCTIONS:

After 30 days or when paint has fully cured, areas may be washed using a non-abrasive, mild detergent solution and cellulose sponge.

PRECAUTIONS

WARNING! CAUSES EYE, SKIN AND RESPIRATORY TRACT IRRITATION. MAY BE HARMFUL IF SWALLOWED. WHEN TINTED, CONTAINS ETHYLENE GLYCOL WHICH CAN CAUSE SEVERE KIDNEY DAMAGE WHEN INGESTED AND HAS BEEN SHOWN TO CAUSE BIRTH DEFECTS IN LABORATORY ANIMALS. USE ONLY WITH ADEQUATE VENTILATION. KEEP OUT OF THE REACH OF CHILDREN. For emergency information call (800) 545-2643. **Note:** These warnings encompass the product series. Prior to use, read and follow product-specific MSDS and label information. If sanding, wear a dust mask to avoid breathing of sanding dust. Do not breathe vapors or spray mist. Ensure fresh air entry during application and drying. Avoid contact with eyes and skin. If you experience eye watering, headaches, or dizziness, leave the area. If properly used, a respirator may offer additional protection. Obtain professional advice before using. Close container after each use. **FIRST AID:** For skin contact, wash thoroughly with soap and water. If any product remains, gently rub with petroleum jelly, vegetable or mineral/baby oil then wash again with soap and water. Repeat as needed. Remove contaminated clothing. For eye contact, flush immediately with plenty of water for at least 15 minutes. **Get medical attention.** If swallowed, **get medical attention immediately.** If inhalation causes discomfort, remove to fresh air. If discomfort persists or breathing difficulty occurs, get medical attention. **KEEP FROM FREEZING.** DS10-1005

SHIPPING

FREIGHT CLASSIFICATION:

Paint, Freezable

PACKAGING:

5 gallons (18.925 L)

FLASH POINT:

None



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