



## SIGNATURE EXT. VELVET 710-SERIES

### Description

Signature Exterior Velvet Paint is a quality latex developed to perform optimally through the combination of resin and proprietary formulation. The 100% acrylic latex offers remarkable adhesion, coverage, excellent colour hold, and mildew resistant coating providing excellent performance for our Canadian climate. Outstanding performance is aided by excellent flow and leveling which delivers a smooth finish.

### Recommended Substrates

Vinyl Siding, Aluminum Siding, Trim, Shutters, Concrete – Vertical Application, Concrete / Masonry Block – Vertical Application, Stucco, and Wood (previously painted or primed) – Vertical Application

### Tinting and Base Information

710-01 High Hide White – Tintable to a specific colour collection  
710-00W White Base – Pastels - Tintable  
710-04\* Medium Base – Mid tones  
710-03\* Clear Base – Deep tones

\*Must be tinted before use. Refer to the formula book or colour matching system for colour formulas and tinting instructions. Some tints, drastic colour changes, or porous substrate may require a primer coat or more than two coats to achieve a uniform finish.

### Features

100% Acrylic Latex Formulation  
Excellent Adhesion  
Excellent Flow and Leveling  
Resist Peeling and Blistering  
Excellent Colour Hold  
Resist new Mildew Growth  
Home Owners Guarantee

### Benefits

Durable and Protective Finish  
Non-Splattering  
Smooth application and promotes exceptional hiding and coverage  
Excellent long-term performance and sturdy finish  
Resist formation of new mildew on the paint surface  
Easy soap and water clean-up

### Regulatory Conformance and Approvals

Meets stringent VOC regulation -  $\leq 150$  g/L (based on 710-00W)  
MPI – Master Painters Institute – MPI 214  
Meets LEED 2009 (Excluding Schools) [www.paintinfo.com](http://www.paintinfo.com)

### Technical Data

**Vehicle Type:** 100% Acrylic Resin

**Gloss Range:** 8-15 (60° angle) based on a 710-00W

**Spread Rate:** Approximately 40m<sup>2</sup> or 400ft<sup>2</sup> per gallon on smooth and non-porous surfaces. Spread Rate do not include loss due to surface irregularities, surface porosity, and application method.

**Volume Solids\*:** 34 % based on 710-00W

**Weight Solids\*:** 49% based on 710-00W

\*Weight per 3.64L – 5.0 including can

**Drying Time: @ 25°C; 50% Relative Humidity**

To Touch – 1-2 hours  
To Recoat – 4-6 hours  
To Full Cure – 30 days

*Drying times will vary depending on ambient temperature, humidity, film build, colour, and air movement.*

**Surface Temperature:**

Material – 10°C (50°F) to 32° (90°F)  
Ambient - 10°C (50°F) to 32° (90°F)  
Substrate - 10°C (50°F) to 32° (90°F)

*Storage of material at elevated temperatures for prolonged periods may experience skinning.*

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SDS Available from your Home Dealer or visit [www.homehardware.ca](http://www.homehardware.ca)

**Viscosity:** 90-96 Krebs Units @ 25°C

**Flash Point:** N/A

**Disposal:** Contact your local environmental regulatory office or your municipality for specific guidelines

### Container Sizes:

710-01	911ml 1835-201	3.64L 1835-601	
710-00W	911ml 1835-200	3.64L 1835-600	18.2L 1835-960
710-03	850ml 1835-220	3.40L 1835-610	17.0L 1835-961
710-04	870ml 1835-210	3.48L 1835-620	17.4L 1835-962

### General Preparatory Steps and Application Info

-Surface must be clean, dull, and dry.  
-Remove all loose and peeling paint, dirt, mildew, grease, stains, and any other surface contamination. Putty all nail holes, repair all cracks and open seams.  
-Sand all glossy finishes, rough, and patched surfaces.  
-Repair all moisture damage and deter all moisture problems.  
-Two coats are required for optimal performance. Priming is suggested.  
-For severe stains, water marks, tannins, and other challenging surfaces use an appropriate BT specialty primer.  
-Follow label directives for application and primer requirement.

**Concrete:** Allow surface to cure for 6 months prior to painting. The pH must be less than 10 before painting. Prime the surface with 80-10. **Vertical use only.**

**Masonry Block:** Prime surface with Block filler or quality latex primer. Ensure moisture damage is repaired. **Vertical use only.**

**Vinyl Siding:** Ensure surface is cleaned and rinsed well prior to painting. 2 coats of paint are recommended (not necessary to use a primer providing the siding is sound condition). Do not use a paint colour darker than original. Allow new vinyl siding to age or weather for an extended period to increase the surface energy (nothing will adhere to new siding).

**Aluminum Siding:** Ensure all chalk residue is removed from surface. Ensure the surface is cleaned and rinse well prior to painting. Aged siding requires a 100% acrylic latex primer. Do not use a paint colour darker than original.

**PVC / Vinyl Clad Components:** Difficult surface to paint. Sand the surface lightly with a green scotch-brite pad or wipe the surface with acetone to increase the surface energy in PVC (waxy surface). The DS trim and door paint is the best option for this type of substrates. Depending on the extrusion process, a 100% acrylic primer and paint will adhere. Proceed with caution.

**Painted Wood:** Clean, Scrape, Sand, Rinse, Dry, and prime with Block iT, or Stain Blocking Primer, or an alkyd primer. **Vertical Use Only.**

**New Wood:** Sand, clean with a damp cloth, and prime with an alkyd primer (a minimum of 2 coats – 24 hours between coats). **Vertical Use Only.**

**Entry Steel Doors:** Degrease, sand lightly, clean with a damp cloth, and prime with Stick iT or an alkyd primer or appropriate primer. Avoid painting fiberglass entry doors.

**Exterior Stucco:** Clean surface and topcoat with finishing paint.

**Soluble Stains:** Prime with a BT specialty primer or alkyd primer.

-Tinted primer is recommended for Deep colours.  
-Allow a minimum of 7 days to cure.  
-Always maintain a wet edge and a liberal uniform film thickness. Do not back roll.  
-Only work 4 feet ahead if cutting-in to avoid picture framing.  
-Always use premium applicators.  
-Stir thoroughly before and occasionally during use.  
-If using more than one can of the same colour, intermix to ensure uniform colour.

**Application Equipment:** Apply with a high-quality brush, roller, paint pad, or sprayer. Sprayer – 0.015"–0.021" nozzle tip at manufacture PSI recommendation. Brush – Polyester / Nylon. Roller – 5mm – 10mm nap cover.

**Thinning:** Water - Not necessary but no more than 10%-12% of volume.