



# SIGNATURE INT. LATEX CEILING FLAT 770-10

## Description

Signature Interior Latex Ceiling Paint developed to perform optimally through the combination of resin and proprietary formulation. Outstanding performance is aided by excellent flow and leveling which delivers a heavy bodied smooth flat finish for ceiling applications.

## Recommended Substrates

Gypsum Wallboard / Drywall Ceilings – Stucco/Textured (Primed) - Acoustical Ceiling Tile – Plaster (Primed)

## Tinting and Base Information

770-10\* White

\*Tintable – Toned white comparable to Pro 300 tint strength. Porous substrate may require a primer coat or more than two coats to achieve a uniform finish.

## Features

Heavy Bodied  
Non-Reflective Finish  
Sag Resistance  
Latex Formulation  
Excellent Adhesion  
Excellent Flow and Leveling  
Home Owners Guarantee

## Benefits

Non-Splattering  
Smooth application and promotes exceptional hiding and coverage  
Easy soap and water clean-up  
Helps minimize surface imperfections

## Regulatory Conformance and Approvals

Meets stringent VOC regulation -  $\leq 50$  g/L (based on 770-10)

## Technical Data

**Vehicle Type:** Vinyl Acrylic Copolymer

**Gloss Range:**  $\leq 3$  (60° angle) based on 770-10

**Spread Rate:** Up to 40m<sup>2</sup> or 400 ft<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\*:** 28% based on 770-10

**Weight Solids\*:** 46% based on 770-10

\*Weight per 3.78L – 5.3kg including can

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

To Touch – 1 hours

To Recoat – 4 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.*

**Viscosity:** 95-102 Krebs Units @ 25°C

**Flash Point:** N/A

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

## Container Sizes:

770-10 911ml 1852-150    3.64L 1852-151    18.2L 1852-152

## 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 (alkyd paints), rough, and patched surfaces.
- Do not apply on unsealed or unpainted texture or stucco ceilings.
- A minimum of 2 coats are required.
- For severe stains, water marks, tannins, and other challenging surfaces (alkyd paints) use an appropriate BT specialty primer.
- Follow label directives for application and primer requirement. Consult your local Paint Department.

**New Gypsum Wallboard / Drywall:** Ensure surface is sanded smooth and cleaned prior to painting. We suggest priming surface to ensure excellent adhesion and enamel hold-out. Smoothness of surface and quality drywall finish is essential if the paint and primer in one is used.

**Painted Gypsum Wallboard / Drywall:** Ensure the surface is repaired, sanded, cleaned with TSP plus and rinsed well prior to painting.

**Stucco/Textured Ceiling:** Prime with alkyd primer and topcoat with latex ceiling paint or use the alkyd ceiling paint as a paint and primer in one.

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

- Allow a minimum of 30 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. Ensure adequate ventilation when using painting (spring and winter months are not ideal).
- Stir thoroughly before and occasionally during use.
- If using more than one can of the same, intermix to ensure uniform finish.

**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 – Pure Bristle. Roller – 5mm – 10mm nap cover.

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