



1100 VERSA-FLAT

Exterior Latex Masonry Paint

Product Description

A production grade, exterior latex flat paint designed for use on new stucco, concrete, and masonry walls. Its matte flat finish provides a uniform look and minimizes differences in porosity and texture of the substrate. Good for commercial application.

Conforms to Green Seal Paints GS-11 Criteria

Performance Features

- **Good Uniformity**
- **Easy Application**
- **Water clean-up**

Product Specifications

Resin Type	Vinyl Acrylic
Color Range	White & custom tinted colors
Finish	Flat <3 @ 60° (MPI Gloss Level 1)
Drying Time (75° F. & 50% R.H.)	To touch: 1 hour To recoat: 4 hours.
Practical Coverage	Approx. 250-350 sq ft/gallon
Recommended Dry Film Thickness	1.5-2.0 mils per coat
Weight Per Gallon	11.4 lbs.
Solids By Weight	48%
Solids By Volume	30%
Shelf Life	2 years (unopened containers)
Sizes	One & five gallon containers
V.O.C.	<100 Grams per liter
Clean Up	Water

Product Analysis (by weight)

PIGMENT COMPOSITION	38%
Titanium Dioxide:	13%
Silicates:	25%
VEHICLE COMPOSITION	62%
Vinyl & Acrylic Resins:	11%
Water, Surfactants, Defoamers:	51%

Surface Preparation

WARNING! If you scrape, sand or remove old paint from any surface, 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 a NIOSH-approved respirator to control lead exposure. Carefully clean up with a wet mop or HEPA vacuum. Before you start, find out how to protect yourself and your family by contacting the U.S. EPA/Lead Information Hotline at 1-800-424-LEAD (5323) or log on to www.epa.gov/lead.

General:

All surfaces must be cured, firm, dry and cleaned free of dust, dirt, oil, grease, wax, chalky or loose paint, rust, loose mill scale, bond breakers and curing compounds, efflorescence, asphalt stains, mildew or any other contamination or condition that would adversely affect the performance of the coating. Sand glossy, glazed or dense surfaces. Fill holes and surfaces irregularities with a suitable patching compound to match the surface profile.

Previously Painted Surfaces:

This product is not designed to eliminate required surface preparation. All peeling, flaking or moderate to heavy chalky surfaces must be removed to a firm, clean surface by sandblasting or other suitable means. Lightly chalking masonry surfaces should be primed with a Kelly-Moore Surface Conditioner.

New Masonry, Concrete & Stucco:

Follow general surface preparation guidelines. New Concrete or Stucco should be allowed to cure for 30 days. Prime with the specified primer.

System Recommendations

New Concrete Block:

PRIMER: 521 Fill and Prime

New Concrete, Stucco & Masonry:

PRIMER: 247 Acry-Shield 100%
Acrylic Primer

OR: Self Priming

FINISH: 1100 Versa-Flat Masonry
Paint

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Application

Brush, roll or spray. Do not apply when material, air, and/or surface temperature is below 50°F or if rain is imminent. Extremely high or low temperature or periods of high relative humidity may adversely affect dry time. Stir thoroughly before and during use. Maintain a wet edge to avoid lap marks.

Thinning

Apply at can consistency. If thinning is necessary to maintain workability, do not exceed one-half pint of water per gallon.

Precautions

Contains Crystalline Silica. Always wear a particle mask to limit exposure to paint dust when spraying this product and when sanding or grinding dry painted surfaces. **WARNING:** Crystalline Silica has been listed by the State of California as a carcinogen. Avoid contact with eyes, skin and clothing. Do not take internally. Close container after each use. Wash thoroughly after handling. For additional safety information consult the Material Safety Data Sheet for this product.

USE ONLY WITH ADEQUATE VENTILATION
KEEP OUT OF REACH OF CHILDREN.

Proper Disposal

For proper disposal of excess material, please contact your local city or county waste management agency.

Mildew: This paint has been formulated to be mildew resistant, however, it will not mildew-proof the surface nor completely prevent or destroy mildew. Therefore, Kelly-Moore Paint Company Inc. assumes no responsibility for mildew development.

Limited Warranty: The statements made on this bulletin, product labels or by any of our agents concerning this material are given for information only. They are believed to be true and accurate and are intended to provide a guide to approved construction practices and materials. As workmanship, weather, construction equipment, quality of other materials and other variables affecting results are all beyond our control, Kelly-Moore Paint Company, Inc., does not make nor does it authorize any agent or representative to make any warranty of MERCHANTABILITY OR FITNESS for any purpose or any other warranty, guarantee or representation, expressed or implied, concerning this material except that it conforms to Kelly-Moore's quality control standards. Any liability whatsoever of Kelly-Moore Paint Company, Inc. to the buyer or user of this product is limited to the purchaser's cost of the product itself.