



1278 COLOR MAX

100% Acrylic

Interior/Exterior Semi-Gloss Accent Base

Product Description

A premium quality, interior/exterior, 100% acrylic enamel finish. Designed for accent colors to improve hide, durability and color retention on properly primed surfaces. Available in four tint bases which can be tinted to a wide variety of deep accent colors. Excellent for commercial and residential application.

Conforms to Green Seal Paints GS-11 Criteria

Performance Features

- Durable
- Excellent Hide & Color Retention
- Cold Weather Application down to 38 Degrees
- Fade & Chalk Resistant
- Wide Accent Color Range *
- Low Odor & VOC
- Interior & Exterior Use

* The maximum colorant load is 12 fl. oz. per gallon.

Product Specifications

Resin Type	100% Acrylic
Color Range	007 Red, 008 Yellow, 009 Blue, 555 neutral bases tintable to many colors
Finish	Semi-Gloss 55-65 @ 60° (MPI Gloss Level 5)
Drying Time (75° F. & 50% R.H.)	To touch: 1 hour To recoat: overnight.
Practical Coverage	Approx. 300-350 sq ft/gallon
Recommended Dry Film Thickness	1.5 - 2.0 mils per coat
Weight Per Gallon	9.1 lbs.
Solids By Weight	39%
Solids By Volume	34%
Shelf Life	2 years (unopened containers)
Sizes	Ones & quarts
V.O.C.	<100 Grams per liter
Clean Up	Water

Product Analysis (007 Red, by weight)

PIGMENT COMPOSITION	8%
Titanium Dioxide:	2%
Organic Red:	2%
Silicas	4%

VEHICLE COMPOSITION	92%
Acrylic Resin:	31%
Water, Surfactants, Defoamers:	61%

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:

Spot prime bare or patched areas or prime entire surface, as required. Prime lightly-chalked painted surfaces with a suitable Kelly-Moore Surface Conditioner. Loose paint and medium to heavy chalk must be removed.

New Wood:

Follow general surface preparation guidelines. To insure maximum adhesion, the substrate must be free of all dead wood fibers. Prime with the specified primer.

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.

New Ferrous Metal:

Follow general surface preparation guidelines. Remove all loose rust, mill scale, or deteriorated previously applied coatings by Hand Tooling (SSPC-SP-2) or Power Tool Cleaning (SSPC-SP-3). Prime with specified primer immediately after cleaning.

Continued Next Page

1278 COLOR MAX (cont.)

New Aluminum & Galvanized Metal:

Wash thoroughly with TSP or other suitable cleaner/degreaser to remove oil and other contaminants. Rinse thoroughly. Prime with the specified primer.

System Recommendations

Interior Wallboard and Plaster:

PRIMER: 971 Acry-Plex PVA Primer/Sealer

Previously Painted Surfaces:

PRIMER: 239 Kel-Bond II for areas with residual chalk

Wood & Hardboard:

PRIMER: 975 Acry-Plex Enamel Undercoat (interior)

PRIMER: 255 Acry-Shield 100% Acrylic Primer (exterior)

Concrete, Stucco & Masonry:

PRIMER: 247 Acry-Shield 100% Acrylic Masonry Primer

Ferrous Metal:

PRIMER: 1725 Acry-Shield 100% Acrylic Metal Primer

Aluminum & Galvanized Metal:

PRIMER: 1725 Acry-Shield 100% Acrylic Metal Primer

FINISH: 1278 Color Max

Application

Brush, roll or spray. Do not apply when material, air, and/or surface temperature is below 38°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

Avoid contact with eyes, skin and clothing. Do not take internally. Wash thoroughly after handling. Close container after each use. Protect from freezing. 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.