



1545 ENVIRO COAT

— 100% Acrylic —
Exterior Low Sheen
Solar Reflective Paint

Product Description

A premium quality 100% acrylic low-sheen finish engineered to reflect infrared heat and reduce surface temperatures generated by exposure to direct sunlight. Designed for application to properly prepared vertical walls and siding. Excellent for commercial and residential application.

Conforms to Green Seal Paints GS-11 Criteria

Performance Features

- Engineered to Reflect Infrared Radiation
- 100% Acrylic for Extended Performance
- Colors Meet Total Solar Reflectance specifications set forth by the Cool Roof Ratings Council and Green Seal
- Low-Sheen Finish for Optimum Dirt Release
- Designed For Vertical Wall Application
- Available in Six Ready-Mixed Colors
- Low Odor & Low VOC

Product Specifications

Resin Type:	100% Acrylic
Color Range:	Six Ready Mix Colors
Finish:	Low Sheen 5-8 on 60° gloss meter (MPI Gloss Level 2)
Drying Time (at 75° F. & 50% R.H.)	To touch: 1 hour
Practical Coverage	Approx. 300-400 sq ft/gallon
Recommended Dry Film Thickness	1.5 - 2.0 mils per coat
Weight per Gallon	11.1 lbs.
Solids by Weight	52%
Solids by Volume	41%
Shelf Life	2 years (unopened containers)
Sizes	Five gallon, one gallon & quarts
V.O.C.	<50 grams per liter
Clean Up	Water

Product Analysis (by weight)

PIGMENT COMPOSITION	25-30%
Titanium Dioxide:	3-12%
Silicates:	15-20%
Metal Oxides:	1-2%
VEHICLE COMPOSITION	70-75%
Acrylic Resins:	22%
Water, Surfactants, Defoamers:	48-53%

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:

Loose paint and medium to heavy chalk must be removed prior to painting. Prime entire surface with an appropriate white primer for maximum reflective performance.

Pre-Primed Manufactured Siding:

Surface must be clean and dry. Prime entire surface with a suitable white primer for maximum reflective performance.

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 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.

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.

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System Recommendations

New Wood:

PRIMER: 255 Acry-Shield 100% Acrylic Primer

Cement-Fiber Board (Pre-primed):

PRIMER: 247 Acry-Shield 100% Acrylic
Masonry Primer

New Cement-Fiber Board:

PRIMER: 247 Acry-Shield 100% Acrylic Masonry
Primer

Hardboard (Pre-primed):

PRIMER: 255 Acry-Shield 100% Acrylic Wood
Primer

New Masonry, Concrete and Stucco:

PRIMER: 247 Acry-Shield 100% Acrylic Masonry
Primer

New Ferrous Metal:

PRIMER: 1725 Acry-Shield 100% Acrylic
Metal Primer

New Aluminum & Galvanized Metal:

PRIMER: 1725 Acry-Shield 100% Acrylic
Metal Primer

NOTE: A full white prime coat should be used to maximize the solar reflective properties of the finish.

FINISH: 1545 Enviro Coat Exterior Low Sheen
Solar Reflective Paint

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.

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.

Total Solar Reflectance

Green Seal GS-11 Performance Specifications Total Solar Reflectance

Light Tones	≥ 0.65
Dark Tones:	≥ 0.40

Cool Roof Rating Council

CRRC Perf. Specifications - Total Solar Reflectance

Bright White	≥ 0.70
White:	≥ 0.65
Beige Off-White:	≥ 0.55
Medium to Light Brown:	≥ 0.32
Black	≥ 0.25

1545 Enviro Coat 100% Acrylic Ext. Low Sheen Paint Packaged Colors-Total Solar Reflectance Values

Color Name	TSR Value	Meets GS-11 Specifications	Meets CRRC Specifications
178 Plymouth Gray	58.1	Dark Tones	Medium to Light
216 Malibu Beige	65.5	Light Tones	Beige-Off White
230 Graystone	63.3		Beige-Off White
231 Spanish Sand	61.3		Beige-Off White
232 Toscana	47.9	Dark Tones	Medium-Light
304 Stonegate	49.4	Dark Tones	Medium-Light

Please note: All Kelly-Moore exterior coatings available in White, Swiss Coffee, Frost, and Navajo White meet GS-11's TSR Performance Specifications for Light Toned colors as well as CRRC's TSR Performance Specifications for White coatings. In addition, all Kelly-Moore exterior coatings available in White and Swiss Coffee meet CRRC's Bright White TSR Performance Specifications.