



700 KEL-PRO

Interior Latex Flat Wall Paint

Product Description

A production quality, interior, latex flat wall paint. Designed for use on properly prepared, new or previously painted wall and ceiling surfaces. Provides an economical and decorative finish when applied to gypsum wallboard, plaster, concrete, masonry, wood and hardboard.

Performance Features

- **Good Uniformity & Touch-Up**
- **Easy Application**
- **Low Odor and VOC**

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. 200-300 sq ft/gallon
Recommended Dry Film Thickness:	1.5-2.0 mils per coat
Weight Per Gallon:	11.3 lbs.
Solids By Weight:	47%
Solids By Volume:	28%
Shelf Life:	2 years (unopened containers)
Sizes:	One & five gallon containers
V.O.C.	<70 Grams per liter
Clean Up:	Water

Product Analysis (by weight)

PIGMENT COMPOSITION:		40%
Titanium Dioxide:		7%
Silicates:		18%
Calcium Carbonate:		15%
VEHICLE COMPOSITION:		60%
Vinyl Acrylic Resin:		7%
Water, Surfactants, Defoamers:		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, chalk, mildew or any other contamination or condition that would adversely affect the performance of the coating. Sand glossy, dense or glazed surfaces.

System Recommendations

Wallboard and Plaster:

PRIMER: 971 Acry-Plex PVA Primer/Sealer
 OR: 95-25 Pre-Cote Wallboard Surfacer
 OR: Self-priming

Masonry:

PRIMER: 247 Acry-Shield Acrylic Masonry Primer

FINISH: 700 Kel-Pro Interior Latex Flat Wall Paint

Application

Do not apply when material, air, and/or surface temperature is below 50°F. 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.

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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.