

Product Description

A production quality, interior, vinyl acrylic enamel. Designed for use on properly prepared, new or previously painted wall and ceiling surfaces. Provides an economical, washable and decorative finish when applied to gypsum wallboard, plaster, concrete, masonry, wood and hardboard. Good for commercial and residential application.

Conforms to Green Seal Paints GS-11 Criteria

Performance Features

- Durable
- Washable
- Low Odor and VOC

Product Specifications

Resin Type	Vinyl Acrylic
Color Range	White, & custom tinted colors
Finish	High Satin 30-40 @ 60° (MPI Gloss Level 4)
Drying Time (75° F. & 50% R.H.)	To touch: 30 minutes To recoat: 4 hours.
Practical Coverage	Approx. 200-300 sq ft/gallon
Recommended Dry Film Thickness	1.7-2.2 mils per coat
Weight Per Gallon	10.1 lbs.
Solids By Weight	44%
Solids By Volume	32%
Shelf Life	2 years (unopened containers)
Sizes	Five gallon containers
V.O.C.	<100 Grams per liter
Clean Up	Water

Product Analysis (by weight)

PIGMENT COMPOSITION		22%
Titanium Dioxide:		11%
Silicates:		11%
VEHICLE COMPOSITION		78%
Vinyl Acrylic Resin:		22%
Water, Surfactants, Defoamers:		56%

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-Prime Interior PVA
Primer/Sealer
OR: 95-102 Pre-Cote Wallboard Primer

Masonry:

PRIMER: 247 Acry-Shield 100% Acrylic
Masonry Primer

Wood and Hardboard:

PRIMER: 295 Uni-Prime All Purpose Primer
OR: 975 Acry-Plex Latex Enamel
Undercoat

FINISH: 720 Kel-Pro Interior Latex Enamel

Application

Brush, roll or spray. 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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720 KEL-PRO (cont.)

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.