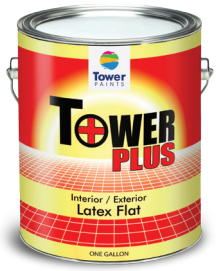

TECHNICAL DATA SHEET

TOWER PLUS
INTERIOR / EXTERIOR
LATEX FLAT
2311 SERIES

- Exceptional Value
- Easy application
- Quick dry & recoat
- Low VOC
- Contains Anti-Microbial additive
- Available in Light to Medium colors

FLAT/MATTE FINISH Hides minor surface imperfections. Easy to touch up. Use on walls, ceilings, properly prepared drywall, plaster, masonry, brick, wood, and metal.

Tower Plus Interior / Exterior Flat is a 100% Styrene Acrylic finish that provides exceptional value to professionals and homeowners alike. It applies smoothly and provides very good coverage. Tower Plus is ideally suited for a variety of commercial and residential interior surfaces as well as exterior maintenance applications where conventional durability is desired. Tower Plus contains an anti-microbial additive which prevents the growth of mold, mildew, algae, and other organisms on the paint surface. The traditional flat finish hides minor surface imperfections and is easy to touch-up. Tower Plus is available in white and light to medium custom colors. Tower Plus is a Low VOC coating and contains no ethylene glycol, crystalline silica, lead, or mercury.

PRODUCT VALUES:

Vehicle Type: 100% Styrene Acrylic
Viscosity: 105-110 Krebs Units
Sheen: 0-5 Units 60° angle
Flash point: N/A
Volume Solids: 38%
Weight Solids: 53%
Weight Per Gallon: 11.1 lbs/gal
Clean-up Solvent: Soap & water
VOC: Less than 50 g/L
Recommended Film Thickness:
4.0 mil Wet, 1.5 mil Dry

Recommended application temperature: from 50°F-90°F
Practical Coverage:
Covers approximately 300-400 ft² per gallon (27-37 m² per 3.78 L) depending on surface porosity
Do not thin.
Dry Time: @ 77° F:
To the touch: 1 hour
Recoat: 2-4 hours
Colors: Light to Medium
Shelf Life: Over 1 year

SURFACE PREPARATION

Ensure that all surfaces are clean prior to painting. Dust, chalk, oil, grease, wax, polish, mold and mildew stains, loose and peeling paint, rust, and all other foreign materials must be removed.

New Drywall: Sand all drywall surfaces until smooth. Remove any remaining drywall dust. Allow all drywall compounds to dry completely before coating. Prime with latex primer/sealer.

New Plaster: Dry and cure new plaster for at least 30 days prior to painting. Sand smooth. If plaster is soft , porous, or powdery, use mixture of one part vinegar and one part water to neutralize/harden surface. Rinse with water and allow to dry completely. Prime with latex primer/sealer.

New Wood: Sand wood surfaces thoroughly to remove mill glaze. Patch holes and imperfections with wood filler, let dry completely and sand. Use a wiping cloth to remove all dust. Use a 100% acrylic, siliconized paintable caulking to fill gaps. Allow to completely dry prior to priming and painting. Prime with latex or alkyd primer. Some new wood may require coating with a Tannin fighting stain-blocking primer.

Weathered Wood: Strip all loose wood fibers and coatings. Remove mold, mildew, algae and fungus stains. Prime with latex or alkyd primer.

Pressure Treated Wood: Warning! Sanding or scraping pressure treated lumber may be hazardous. Always wear protective clothing and gear, including gloves and goggles.

Previously Painted Surfaces: Remove all loose and peeling paint and any foreign materials. Scrub the surface with a solution of detergent and water to remove any dirt or grease. Rinse the solution off thoroughly. Use appropriate spackling to set nails and to fill holes, scratches and gouges. Allow to completely dry and sand until smooth. Prime with latex primer.

All Glossy Surfaces: Sand surfaces thoroughly prior to priming and painting. Prime with latex primer.

Stainblocking: Prime with stainblocking primer, then test for bleed-through by applying the topcoat to a small area. If the stain bleeds through the topcoat, apply a second coat of primer and re-test before applying top coat to the entire area. Allow product to dry for a longer period of time prior to adding the top coat if bleeding continues.

Masonry: Cure the surface for at least 30 days and check pH to ensure 10.0 or less prior to painting. Test to see if smooth masonry requires a profile to ensure paint adhesion. Create a profile for all other smooth trowel concrete using a muriatic acid etcher, mechanical means or another effective method. Remove all debris prior to priming or painting. Prime with acrylic primer/sealer.

Vinyl Siding, Architectural Plastics: Remove all loose and peeling paint, dust, chalk, mold and mildew stains and any foreign materials. Scrub the surface with a solution of detergent and water to remove any dirt or grease. Rinse the solution off thoroughly. Caution: Select a paint color similar or lighter than the vinyl siding's original color. A darker color paint will absorb more heat, potentially warping the siding.

Aluminum and Galvanized Steel: Ensure that all metals are clean prior to painting. Oils, rust, mill scale and other contaminants must be removed. Oil films on new non-ferrous metals should be scrubbed with water and detergent, then rinsed completely. Sanding, abrasion or chemical abrasion is required for optimal adhesion.

Ferrous Metals: Use sandpaper, steel wool, abrasive blasting or other abrading methods to remove all rust and mill scale. Prime with a rust-inhibiting primer the same day cleaned to prevent rust.

APPLICATION

Brush

Roller:
3/8" or larger

Airless Spray Pressure:
.015" - .021" tip
1500 - 2000 psi

Mix thoroughly before use. Do not thin. May be applied by brush (synthetic), roller (3/8" or larger nap) or spray. Use tip size .015" - .021" and pressure range of 1500 - 2000 psi for airless spray application. Adjust pressure as necessary. If using more than one container of the same color, intermix the containers to ensure uniform color. Cover new and uncoated surfaces with a minimum of two coats. To ensure optimal appearance and hide, additional coat(s) may be required to make color changes including painting dark colors or covering rough surfaces. Determine air, surface and dew point prior to painting. Do not apply when temperatures are below 50°F or when temperatures could drop below 50°F within 48 hours of application. Do not apply if rain or snow is expected within 48 hours. Temperature must be 50°F or higher on large expanses of metal being painted. Check any accompanying primer temperature requirements prior to applying.

CAUTIONS / LIMITATIONS: Do not allow paint to freeze. Not for use on floors. Recommended application for temperatures from 50°F - 90°F to ensure proper drying and film formation. Avoid heavy traffic for 24 hours after painting. Do not wash or clean for four weeks to ensure full cure. One year shelf life when unopened.

CLEAN-UP / DISPOSAL: Clean paint, associated equipment and skin with warm, soapy water. Keep container closed when not in use. Use original container for storage and disposal. Absorb spills with inert material such as sand or kitty litter. Check and abide by local, state and federal regulations on container and paint disposal.

WARNING! This product can cause irritation to the skin and eyes. Always wear protective clothing and gear including gloves, goggles and a face mask. Do not eat, drink or smoke while using this product. Harmful if swallowed. Remove contaminated clothing and wash prior to reusing. Wash hands well after handling. Check and abide by local, state and federal and regulations on paint and associated waste disposal.

FIRST AID: Eyes: Use water to gently rinse for several minutes. Remove contacts if necessary and possible. Seek medical attention if irritation persists. Skin: Use soap and water to clean. Swallowed: Rinse mouth and seek medical attention if necessary.

TOWER PAINTS LIMITED WARRANTY

Tower Paints guarantees satisfaction when applied to a properly prepared surface in accordance with the instructions on this document. If not satisfied, contact Tower Paints to discuss available remedies. Warranty does not apply to any defect or damage resulting from improper surface preparation or application, structural defects or failure of a previous paint. This warranty is made to the original paint purchaser and is not transferable. Labor or any associated labor costs and any indirect, special, incidental, or consequential damages are excluded from this warranty. Some states do not allow the exclusion or limitation of the incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

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Tower PAINTS

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