



ADVANTAGE PROFESSIONAL COATINGS
INTERIOR SEMI-GLOSS LATEX ENAMEL
25 SERIES

PRODUCT DATA

GENERIC TYPE: Vinyl Acrylic

DESCRIPTION: *ADVANTAGE* Interior Semi-Gloss Latex Enamel is a professional quality wall and trim paint formulated to provide a highly durable and washable finish. It is a quick drying, high hiding product that applies easily by brush, roller or sprayer.

Features:

- GREEN WISE® certified
- Resistant to Household Stains
- Low VOC
- Washable
- Excellent Flow and Leveling

RECOMMENDED USES: For use on new construction, commercial buildings, renovation, and maintenance projects where an experienced painting professional is required. An excellent finish coat for walls, ceilings, trim, woodwork, cured plaster (30 days), aged masonry (60 days), and properly prepared metal surfaces.

COMPATIBLE COATINGS: May be applied over properly prepared latex or alkyd/oil finishes. See application instructions for proper substrate primer.

Primers:

- McCormick Interior-Exterior Latex Block Filler 01015
- McCormick 1st Step Interior Latex Enamel Undercoater and Primer Sealer 06441
- McCormick 1st Step Quick Drying Stain Sealer 01113
- McCormick 1st Step Interior Solvent Borne Acrylic Odorless Primer 06448 White
- McCormick Underlok Interior/Exterior Acrylic Latex Multi-Purpose Primer 06452
- McCormick Acrylok Interior/Exterior 100% Acrylic Masonry Primer 06451
- McCormick 1st Step Interior/Exterior White Metal Rust Inhibitive Alkyd Primer 06453.

PHYSICAL CHARACTERISTICS

Colors: White and Standard Off Whites

Vehicle Type: Vinyl Acrylic

VOC/VOS: Less than 100 g/L, 0.8 lb/gal

Volume Solids (Avg.): 33.7 ± 2%

Weight Solids (Avg.): 46.3 ± 2%

Viscosity: 100-105 KU

Suggested Film Thickness:

Brush and Roll: 4 mils wet, 1.4 mils dry

Spray: 6 mils wet, 2.5 mils dry

Theoretical Coverage per Gallon:

400 sq ft @ 1.4 mils DFT

Gloss Level: 55-70 units @ 60°

Sheen: N/A

Drying Time @ 77°F & 50% R.H.:

To Touch: 2 hours

Recoat: 8 hours. Allow additional drying time during humid or cooler weather.

Min. Surface/Air Temperature at Application: 50°F

Max. Surface/Air Temperature at Application: 110°F

Flash Point: Non Flammable

Heat Resistance: 150°F Intermittent

Application: Brush, Roller, or Spray

Thinning:

Brush and Roller: Not Recommended

Spray: Up to One Pint of Water per Gallon

Clean Up: Warm Water and Detergent

Packaging: Gallon and Five Gallon

Weight per Gallon: 10.2 - 10.5 lb/gal

NOT RECOMMENDED: Do not use over glossy surfaces without proper surface preparation and primer (see application instructions). Do not paint over wallcoverings. Vinyl wallcoverings can lose adhesion through age or from new or previous paint applications.



This product is currently certified under MPI#54

GREEN WISE®	LEED	SCAQMD	OTC
YES	YES	NO	YES

APPLICATION INSTRUCTIONS

For the following surfaces, prime as indicated and finish with 2 coats of McCormick Advantage Professional Coatings Interior Semi-Gloss Latex Enamel 25 Series.

SURFACE PREPARATION:

Previously Painted Surfaces: All surfaces must be internally dry, thoroughly clean, and free from dirt, grease, kalsomine, wallpaper adhesive, loose and peeling paint, and other surface contaminants that might impair adhesion. Remove loose and peeling paint and sand edges smooth. Spackle nail holes and cracks. Sand and touch-up before finishing. Dull glossy areas by sanding, prime with McCormick Underlok Interior/Exterior Acrylic Latex Multi-Purpose Primer 06452. Any exposed substrate should be spot primed with appropriate McCormick primer as for unpainted surfaces listed below.

Unpainted Drywall: Spackle nail holes and cracks. Sand smooth and wipe clean. Prime with McCormick 1st Step Interior Latex Enamel Undercoater and Primer Sealer 06441.

Unpainted Plaster: Allow new plaster to age 30 days. Prime with McCormick Acrylok Interior/Exterior 100% Acrylic Masonry Primer 06451.

Unpainted Masonry: Allow new masonry to age 60 days. **Brick and Smooth Concrete:** Prime with McCormick Acrylok Interior/Exterior 100% Acrylic Masonry Primer 06451. **Concrete Block:** Prime with McCormick Interior-Exterior Latex Block Filler 01015.

Unpainted Wood: Fill all nail holes and open joints with interior wood putty. Sand smooth and wipe clean. Prime with McCormick 1st Step Interior Latex Enamel Undercoater and Primer Sealer 06441.

Unpainted Galvanized Metal: Clean factory surface treatment by wiping surface with clean rags wet with mineral spirits. Old galvanized metal surfaces should be lightly sanded, wiped clean, and primed with McCormick Underlok Interior/Exterior Acrylic Latex Multi-Purpose Primer 06452.

Unpainted Ferrous Metal: Prime with McCormick 1st Step Interior/Exterior White Metal Rust Inhibitive Alkyd Primer 06453.

APPLICATION:

Always stir well before use. Additives for ease of application or to promote adhesion are not recommended. Do not apply if material, substrate, or ambient temperature is below 50°F or above 110°F. Relative humidity should be below 90%. Apply by brush, roller, or spray. For best brush application results, use a quality synthetic filament brush. For roller application, use a 1/2" to 3/4" nap cover. For spray application, thin with clean water, up to one pint per gallon if necessary.

WASHING INSTRUCTIONS:

Allow 30 days after application before washing. Remove common dirt stains by using a soft cloth or sponge, warm water and mild detergent. Do not apply too much hand pressure during washing; this will cause paint to burnish causing discoloration.

APPLICATION EQUIPMENT:

- Apply by brush, roller, or spray.
- Manufacturers listed below are a guide. Others may be used. Changes in pressure and tip size may be required to achieve proper application.

Airless Spray:

Pump: Graco / Titan

High Pressure Filter: 60 Mesh

Fluid Hose: 1/4" x 50'

Tips: 0.015" - 0.021"

Minimum pressure to avoid fingering: 2000 psi

CAUTIONS --- Lead Hazard: WARNING!

If you scrape, sand, or remove old paint, 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. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

CAUTION - USE ONLY WITH ADEQUATE VENTILATION. To avoid breathing vapors or spray mist, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches or dizziness, wear respiratory protection (NIOSH/MSHA TC23C or equivalent) or leave the area. Avoid contact with eyes and skin.

FIRST AID: If you experience difficulty in breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical assistance immediately. In case of eye contact, flush immediately with plenty of water for at least 15 minutes and get medical attention; for skin, wash thoroughly with soap and water. If swallowed, get medical attention immediately.

CONTAINER LABELING COMPLIES WITH APPLICABLE STATE RIGHT-TO-KNOW ACTS. For additional safety and health information, please refer to the Safety Data Sheet (SDS).

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MANUFACTURED BY:

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PRODUCT DATA SHEET