



**GENERATION<sup>XR</sup>**  
**INTERIOR 100% ACRYLIC WALL PAINT**  
**MATTE FINISH 44 SERIES**

**PRODUCT DATA**

**GENERIC TYPE:** 100% Acrylic Copolymer

**DESCRIPTION:** McCormick Generation<sup>XR</sup> Interior Matte Finish is a premium 100% acrylic wall paint with Ceramic Microsphere technology. The Ceramic Microsphere technology in Generation<sup>XR</sup> produces a beautiful, hard, durable, matte finish that withstands repeated cleaning and is improves durability. The antimicrobial agents in Generation<sup>XR</sup> protect the painted surface from growth of biologic stains, odor-causing bacteria, mold and mildew.

**Features:**

- Lifetime Warranty
- Exceptional Stain Removal
- Ceramic Bead Technology
- GREEN WISE<sup>®</sup> certified
- Easy Application
- Matte Finish
- Antimicrobial

**RECOMMENDED USES:** For use in areas where superior stain removal and washability is desired. Use on any wall areas: hallways, kitchens, bathrooms, and other hard use areas. Use on properly prepared new or previously painted interior drywall, plaster, and aged masonry.

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

**Primers:**

- McCormick 1<sup>st</sup> Step Interior Zero VOC Vinyl Primer Sealer 06431.
- McCormick uniX Multi-Purpose Stain Blocking Interior/Exterior Primer 06460
- McCormick Underlok Interior/Exterior Acrylic Latex Multi-Purpose Primer 06452
- McCormick Permalok Interior/Exterior 100% Acrylic Masonry Primer 06451

**PHYSICAL CHARACTERISTICS**

**Colors:** Full Range  
**Vehicle Type:** Acrylic Copolymer  
**VOC/VOS:** Less than 50 g/L; 0.4 lbs. /gal  
**Volume Solids (Avg.):** 46% ± 2%  
**Weight Solids (Avg.):** 60% ± 2%  
**Viscosity:** 95 KU  
**Suggested Film Thickness:**  
**Brush and Roll:** 3.0 mils wet, 1.4 mils dry  
**Spray:** 6 mils wet, 2.8 mils dry  
**Theoretical Coverage per Gallon:**  
 400 sq ft @ 1.6 mils DFT  
**Gloss Level:** N/A  
**Sheen:** 2.5- 4.0 units @ 85°  
**Drying Time @ 77°F & 50% R.H.:**  
**To Touch:** 30 minutes  
**Recoat:** 4 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:** N/A  
**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:** Quart, Gallon and Five Gallon  
**Weight per Gallon:** 11.8 – 12.5 lbs. /gallon

**NOT RECOMMENDED:** Do not paint over wallcoverings. Vinyl wallcoverings can lose adhesion through age or from new or previous paint applications. Do not use as a trim paint. Higher sheen finishes are recommended for these areas.



GREEN WISE <sup>®</sup>	LEED	SCAQMD	OTC
YES	YES	NO	YES

**GENERATION<sup>XR</sup> INTERIOR 100% ACRYLIC MATTE FINISH WALL PAINT  
44 SERIES**

**APPLICATION INSTRUCTIONS**

For the following surfaces, prime as indicated and finish with two (2) coats of McCormick Generation<sup>XR</sup> Interior 100% Acrylic Matte Finish Wall Paint 44 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 the appropriate McCormick primer as listed below for unpainted surfaces.

**Unpainted Drywall:** Spackle nail holes and cracks. Sand smooth and wipe clean. Prime with McCormick 1<sup>st</sup> Step Interior Zero VOC Vinyl Primer Sealer 06431.

**Unpainted Plaster:** Allow new plaster to age 30 days. Prime with McCormick uniX Multi-Purpose and Stain Blocking Interior/Exterior Primer 06460.

**Unpainted Wood:** Fill all nail holes and open joints with interior wood putty. Sand smooth and wipe clean. Prime with McCormick uniX Multi-Purpose and Stain Blocking Interior/Exterior Primer 06460.

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

**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 roller application results 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. Withstands repeated cleaning with less effort than required for traditional matte finishes. Common stains can easily be removed with typical mild detergent cleaners using a soft cloth or sponge.

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**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](http://www.epa.gov/lead).**

**USE ONLY WITH ADEQUATE VENTILATION.** Wear appropriate respiratory protection when sanding or spraying this product. 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).

MANUFACTURED BY:

**McCormick Paints**  
THE PAINT THE PROS USE

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**PRODUCT DATA SHEET**