



Forever Interior Latex Paint + Primer Ceiling

DB754 Series – Flat

Product Data Sheet

COVERAGE:  400 sq. ft./gal (smooth) 125 - 300 sq. ft./gal (rough surface)	DRY TIME (@77°F, 50% R.H.):  Touch: 1 hour Recoat: 4 hours	APPLICATION:  Brush: nylon/polyester Roller: 3/8" - 1/2" synthetic nap Spray (Airless): 2000 psi Tip .015"-.019"	CLEAN UP:  Warm soapy water
---	--	---	---

Features

- Paint + Primer with Odor-Eliminating Technology allows for creation of a more beautiful environment.
- Together with Arm & Hammer™ technology, Forever™ Ceiling Paint + Primer contributes to the reduction of common household odors.
- Paint + Primer feature enables Forever™ Ceiling coating to be applied directly to most previously painted or uncoated drywall, plaster, masonry, non-bleeding wood and acoustical tile without the use of a separate primer
- Excellent spatter resistance to help protect floors and walls
- Specially formulated to resist mildew growth on the paint film
- Achieved GREENGUARD® Gold Certification for indoor air quality

Where To Use

Properly prepared, durable textured or plain interior ceilings including previously painted and primed plaster, drywall and acoustical tile. See **Surface Preparation** for "blown-on" soft-fibered ceiling surfaces.

Recommended Systems

The Paint + Primer feature enables Forever™ Ceiling coating to be applied directly to most previously painted or uncoated drywall, plaster, masonry, non-bleeding wood and acoustical tile without the use of a separate primer.

- Previously Painted Surfaces:**
- Use Forever™ Ceiling to spot prime bare areas, allow to dry, then paint entire surface.
 - 1-2 coats Forever™ Ceiling Paint + Primer

- Bare Surfaces: Drywall, Plaster, Masonry, Wood and Acoustical Tile:**
- 1-2 coats Forever™ Ceiling Paint + Primer
 - The first coat of Forever™ Ceiling serves as a priming coat and the second coat provides final appearance and performance.

- Severely Stained/Bleeding Surfaces:**
- Extreme household stains, watermarks, wood knots, bleeding woods such as cedar and redwood, or other surfaces where paint adhesion or stain suppression is a particular problem, use an appropriate primer.
 - 1-2 coats Forever™ Ceiling Paint + Primer

Technical Data

Vehicle:	Vinyl Acrylic
Finish:	0-6 units @ 85°
Flash Point:	N/A
Weight Solids:	57% ± 2%
Volume Solids:	35% ± 2%
Weight per gallon:	12.4 lbs/gal
VOC: VOC <50 g/L - 0.42lbs/gal as per 40 CFR 59.406	
Film Thickness:	@ 4 mils wet; 1.4 mils dry
Sizes:	Gallon

Surface Prep

WARNING! Removal of old paint by sanding, scraping or other means may generate dust or fumes that contain lead. Exposure to lead dust or fumes may cause brain damage or other adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For more information, call the National Lead Information Center at 1-800-424-LEAD (In US) or contact your local health authority.

Thoroughly clean the surface and allow to dry. Remove wallpaper and loose, peeling paint. Patch cracks and spot prime. Remove gloss from shiny surfaces. **Acoustical Tile:** Vacuum or dust tiles to remove embedded dust. To maintain the sound absorbing qualities of the tile, do not use a primer. Apply ceiling paint directly to the tiles. Test vinyl-coated tiles to ensure adhesion. Do not attempt to fill or clog acoustical perforations. **“Blown-on” Soft-Fibred Ceilings:** Caution! All water-based paints will loosen or deteriorate a “blown-on” soft-fibred ceiling surface and make for a difficult repair. If you are not sure about your ceiling texture type, apply a small test area in a closet or other hidden spot. If deterioration occurs and if painting is necessary, priming with an oil-based primer may help minimize the deterioration. Do not use a latex primer.

Clean Mildew From the Surface:

Mildew is a fungus that looks like dirt, but won't wash off. Mildew must be removed before painting or it will grow through any new coat of paint. To remove mildew or suspected mildew, scrub surface before painting with a commercial mildew remover or a solution of 1-part liquid chlorine bleach to 3 parts water. Rinse thoroughly. Avoid contact with skin and eyes. Protect skin and eyes by wearing rubber gloves and eye goggles when working with bleach solution.

Application

Stir paint thoroughly. Intermix containers for uniformity. Apply product when surface, air and product temperatures are between 50-90°F. Apply with a premium-quality brush, a synthetic roller cover or airless spray (2000 PSI, .015"-.019" tip). Thinning not required. Paint the ceiling first, then walls and trim. For roller application, cover approximately a 2' x 2' area using an “N” pattern. Finish with light roller strokes in one direction. Some deep or bright colors, surface conditions and application techniques may impact coverage and require multiple coats to achieve your optimal coverage. For additional application tips go to dutchboy.com.

The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of Dutch Boy Paints. Information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your Dutch Boy Paint Retailer or sales representative to obtain the most recent Product Data Sheet.

Clean Up/Disposal

Clean up with warm, soapy water. Do not pour unused contents down the drain. Consult with local authorities for proper method of disposal and recycling.

Maintenance

Freshly painted surfaces may be washed after 30 days. Clean with mild, non-abrasive, non-oily cleanser and water.

Cautions

CONTAINS CRYSTALLINE SILICA. Use only with adequate ventilation. To avoid overexposure, 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, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area. Adequate ventilation required when sanding or abrading the dried film. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. **FIRST AID:** In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. **DELAYED EFFECTS FROM LONG TERM OVEREXPOSURE.** Abrading or sanding of the dry film may release crystalline silica which has been shown to cause lung damage and cancer under long term exposure. **WARNING:** This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. **DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN.**

16 (1/10)