

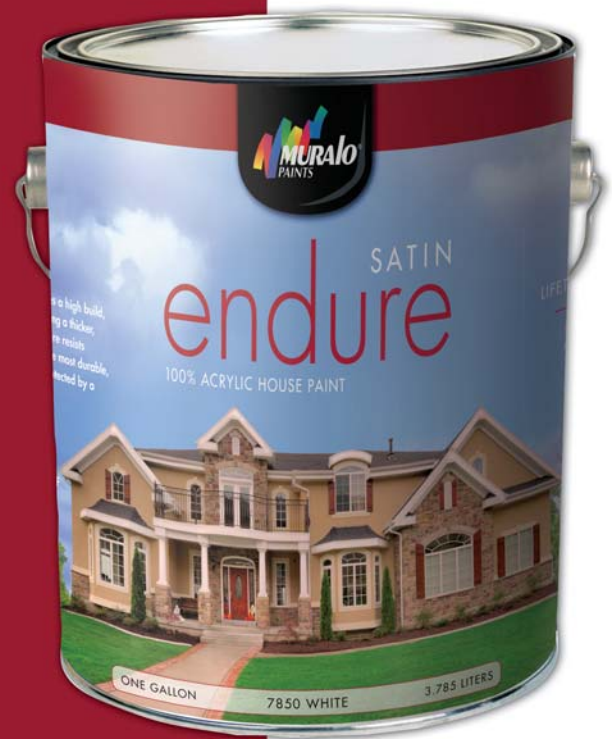
E·N·D·U·R·E

100% ACRYLIC HOUSE PAINT

78XX series



Muralo Endure 100% Acrylic House Paint is a high build, durable, exterior finish based on advanced technology that produces thicker and more flexible film in one coat application, resisting peeling, cracking and blistering. Endure 100% Acrylic House Paint forms a most durable mildew/algae resistant coating that provides lifetime protection.



- Super Premium, 100% Acrylic Exterior House Paint
- Lifetime Warranty
- Available in White and Bases
- Self Priming; One Coat Coverage
- Low Temperature Application to 35°F
- Designed for use on all types of new or previously painted surfaces

The Muralo Company, Inc.

148 East 5th Street • Bayonne, NJ 07002 • Phone: (800) 631-3440 • Fax: (800) 364-8969 • www.muralo.com

Recommended Uses:

• Prepared new and old wood siding; • Concrete, stucco, brick and masonry; • Cedar shakes and shingles; • T-111 and MDO siding materials; • Vinyl Siding; • Properly prepared steel, aluminum and galvanized metal

Surface Preparation:

Improper surface preparation will void the Endure Lifetime warranty. First, make sure the surface is dry. Remove all contaminants, which include chalk, mildew, efflorescence, dirt, dust, grease, oil, wax and loose and flaking paint. Use a premium quality caulk to fill and seal large cracks, holes and open seams. All peeling and flaking paint must be sanded down to sound substrates. Chalky surfaces must be thoroughly power washed to remove chalk. All bare surfaces must be spot primed with Endure 100% Acrylic House Paint. Any hard or shiny surface will require hand or mechanical sanding.

Preparing under eaves and other protected areas: These areas do not receive cleaning from the natural elements of rain and wind. The best way to clean such surfaces is to power or brush wash with a conventional detergent followed by a rinse of clean water.

Mildew removal: Prepare a solution of 1 quart of liquid household bleach and 3 quarts of water. Leave the solution on the surface for 10 minutes. Rinse thoroughly; allow the surface to dry. Be sure to wear protective goggles, waterproof gloves and protective clothing while working with this solution. Wash off any solution that comes in contact with skin immediately.

Do not add any detergents or ammonia to the bleach/water solution.

Most repaint surfaces in sound condition require only one coat, while new work requires two coats, eliminating the need for a primer. Unpainted staining woods, such as cedar and redwood, contain high concentrations of tannin, a colored wood extract. The first coat of Endure 100% Acrylic House Paint over such substrates may show some discoloration, which gets trapped in the first coat. But a second coat will produce a uniform finish. If the staining persists, spot prime stained areas with a solvent based stain blocking primer and finish with a coat of Endure 100% Acrylic House Paint.

Recommended Primers:

Previously painted surfaces: Properly prepared surfaces do not need priming. Spot prime bare areas with Endure 100% Acrylic House Paint, allow to dry, and paint the entire surface. **Unpainted surfaces:** Unpainted wood surfaces must be thoroughly dry before painting. Prime knots with a solvent based stain blocking primer prior to application of Endure. Endure 100% Acrylic House Paint is a self-priming coating. The first coat primes and seals the surface and the second coat provides uniformity and durability. Over staining woods, such as cedar and redwood, allow first coat to dry for 24 hours before recoating. **Composite Board:** Prime with Muralo X-200 Oil Based Primer.

Special painting precautions:

• **Application temperature:** do not paint if air or surface temperature is expected to drop below 35°F within 48 hours; • **Material temperature:** when the air temperature is at 35°F, substrates maybe colder - before painting, be sure the air, surface and material temperature are above 35°F. • **Condensation:** the temperature after application must remain 5°F above the dew point, to avoid condensation over freshly painted surface for at least 48 hours; • **Metal surfaces:** on metal siding, the air, surface, and material temperature must be 50°F or higher; • **Vinyl siding:** DO NOT use dark colors on vinyl siding. **Deep and clear bases cannot be applied at 35°F. The application temperature has to be 50°F or above for these bases.**

Application:

Painting different substrates: CONCRETE: Allow new surfaces to cure for 30 days. On new, unpainted concrete use Muralo's Universal Primer -product code 2205 - as a first coat before painting with Endure 100% Acrylic House Paint. **METAL:** • **Previously painted metal surfaces** must be cleaned and sanded to ensure all rust and debris is completely removed. Spot prime exposed bare metal with Muralo Polyurethane Rust Preventive Primer. • **Unpainted/rusty metal:** Remove rust and apply Muralo Polyurethane Rust Preventive Primer to the entire surface before applying the finish coat. **Other important painting project information:** Stir thoroughly before use. Do not add any ingredients to this paint. It is formulated to be applied from the can. Introducing additives to it will minimize its performance. Start painting at the top and work down. If staining has bled through the first coat, apply a second coat of Endure 100% Acrylic House Paint. If staining persists, spot prime stained areas with a solvent based stain blocking primer, then finish with Endure 100% Acrylic House Paint. Do not paint late in the day or at anytime if dew or rain is anticipated in the next 48 hours. When painting at 35°F, the paint should be at 50°F or higher temperature. **Do not apply if air or surface temperature is below 35°F or it is expected to drop below 35°F within 48 hours.** Do not paint in direct sunlight; follow the shade around the house as you paint. This is especially important when painting aluminum siding as it conducts heat rapidly and can result in damaging the paint film. To avoid warping, do not paint vinyl siding with a darker color than the original color.

Finish:

Satin

Colors:

White and bases

Coverage:

Coverage rates vary depending on the porosity of the surface to be painted.

Spreading Rate:

Endure 100% Acrylic House Paint covers approximately 250-300 square feet per gallon.

Dry Time:

Dries tack-free in one hour and can be recoated in 6 to 8 hours. Allow 48 hours for recoating at 35°F. **Deep and clear bases cannot be applied at 35°F. The application temperature has to be 50°F or above for these bases.**

Thinning:

Not recommended. For spray application or in hot, dry weather, up to 1/2 pint of water/gallon may be added.

Clean up:

Wash tools and equipment in warm water and soap.

Flash Point:

None

Freeze-Thaw:

Protect from freezing.

Environmental:

Free of lead, mercury, and heavy metals. Non-flammable, non-flammable solvents needed for cleaning use.

Weight Solids %:

54 ± 2

Volume Solids %:

41 ± 2

Weight per Gal.:

11.25 lbs.

Film Thickness:

Wet mil: 6-7 **Dry mil:** 3-4

V.O.C. (VOS):

Contains Max. 150 gms./ltr. or 1.25 lbs./gal.

Packaging:

	Per Case	Approx. Weight
Gallons	4	47 Pounds

Disposal Information:

Latex Paints: Small amounts may be dried onto newspapers then disposed of as normal trash. FOLLOW LOCAL COMMUNITY WASTE DISPOSAL GUIDELINES.

Caution:

Keep out of reach of children. Do not take internally. Avoid prolonged contact with eyes and skin or breathing of spray mist. Close container tightly after each use.

Lifetime Limited Warranty:

The Muralo Company Inc. warrants that when you properly apply Endure Exterior 100% Acrylic Latex Paint (the "Product") to a properly prepared exterior surface of your single-family residential dwelling ("Home"), according to label directions, the Product will not crack, peel or flake for a Lifetime, which means as long as you reside in your Home. In the event that the Product fails to conform to this Limited Warranty, The Muralo Company Inc. will, at your option, supply you with replacement coatings in a quantity sufficient to repair the cracking, peeling or flaking or refund the original purchase price. This Limited Warranty excludes failure due to the breakdown or condition of the underlying surfaces or previous coatings, structural defects, improper surface preparation, failure to apply the Product according to label directions, or causes beyond The Muralo Company Inc.'s control. This limited warranty extends only to the original residential consumer whether you purchase the Product directly or through a professional painter; it is not transferable or assignable. THE MURALO COMPANY INC. MAKES NO OTHER EXPRESS WARRANTIES. MURALO COMPANY INC.'S EXCLUSIVE LIABILITY SHALL BE LIMITED TO PROVIDING REPLACEMENT COATINGS FOR THE ENDURE EXTERIOR 100% ACRYLIC LATEX PAINT WHICH CRACKS, PEELS OR FLAKES OR REFUNDING THE ORIGINAL PURCHASE PRICE. IN NO EVENT SHALL MURALO PAINTS BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES - LABOR OR COST OF LABOR FOR THE APPLICATION OF ANY PRODUCT ARE SPECIFICALLY EXCLUDED. Some states do not allow the exclusion or limitation of 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 have other rights which vary from state to state. To make a claim under this Limited Warranty, you must supply proof of purchase; contact the store where you purchased the Product or THE MURALO COMPANY INC., 1.800.631-3441.

Disclaimer:

The information contained herein is presented in good faith. This information is furnished without warranty of any kind. Employers should use this information only as a supplement to other information gathered by them and must take independent determination of suitability and completeness of information from all sources to assure proper use of these materials and the safety and health of employees. Any use of this data and information must be determined by the user to be in accordance with applicable federal, state and local laws and regulations.

Notice: Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. Exposure to lead dust or fumes may cause 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 additional information, contact the USEPA/Lead information Hotline at 1-800-LEAD-FYI.