



OPTIMUM HIDE®

INTERIOR LATEX CEILING WHITE

FLAT FINISH 4.10

Features

- Latex Ceiling Paint
- Exceptional Hiding Power
- Uniform Flat Finish
- Dries In Minutes
- Spatter Resistant

General Description

Optimum Hide® Latex Ceiling is bright white and dries to a uniform flat finish that hides surface imperfections. It dries in 30 minutes so you can put your room back in use as soon as you finish painting. Use Latex Ceiling White on drywall, plaster, primed wood and primed metal. It is designed for use on ceilings in living rooms, dining rooms, family rooms and bedrooms. This product is suitable for use in for offices, hotels, hospitals, nursing homes and other public facilities that cannot shut down just to paint.

Recommended For

Drywall & Plastered Ceilings, Acoustical Tile, Masonry, Primed Metal & Wood. This product allows you to paint anywhere, anytime. It is bright white, hides surface imperfections, is spatter resistant and is water based, allowing for quick and easy clean up. Designed for interior ceiling applications. The dead flat finish eliminates the low angular sheen often exhibited by regular flat wall paints.

Limitations

- Do not apply when air, product or surface temperature is below 50 °F.
- For interior use only

Product Information

Colors — Standard:	Technical Data◇	White
White (10)	Vehicle Type	Vinyl Acrylic
— Tint Bases:	Pigment Type	Titanium Dioxide
N/A	Volume Solids	40.3 ± 1.0%
— Special Colors:	Coverage per Gallon at Recommended Film Thickness	300 – 400 Sq. Ft.
Contact your dealer.	Recommended Film Thickness	– Wet 4.0 - 5.3 mils – Dry 1.5 - 2.0 mils
Certifications & Qualifications:	Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure color uniformity and minimize the disposal of excess paint.	
VOC compliant in all regulated areas	Dry Time @ 77 °F (25 °C) @ 50% RH	– Tack Free 30 Minutes – To Recoat 2 – 3 Hours
The products supported by this data sheet contain a maximum of 100 grams per liter VOC/VOS (0.83 lbs. /gal.) excluding water & exempt solvents.	High humidity and cool temperatures will result in longer dry, recoat and service times.	
Technical Assistance:	Dries By	Coalescence
Available through your local authorized independent dealer. For the location of the dealer nearest you, call 1-866-708-9180, or visit www.coronadopaint.com	Viscosity	95 – 100 KU
	Flash Point	200°F (TT-P-141, Method 4293)
	Gloss / Sheen	Flat (0 - 3 @ 85°)
	Surface Temperature at Application	– Min. 50 °F – Max. 90 °F
	Thin With	Clean Water
	Clean Up Thinner	Warm Soapy Water
	Weight Per Gallon	12.4 lbs.
	Storage Temperature	– Min. 45 °F – Max. 95 °F
	Volatile Organic Compounds (VOC)	
	43.3 Grams/Liter	0.36 Lbs./Gallon

◇ Reported values are for White.

Optimum Hide® Interior Latex Ceiling White Flat Finish 4.10

Surface Preparation

Surfaces to be painted must be clean, dry, and free of dirt, dust, grease, oil, soap, wax, scaling paint, water soluble materials and mildew. Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces. Glossy areas should be dulled. Drywall surfaces must be free of sanding dust. Spot prime before and after filling nail holes, cracks, and other surface imperfections.

New plaster or masonry surfaces must be allowed to cure (30 days) before applying base coat. Cured plaster should be hard, have a slight sheen and maximum pH of 10; soft, porous or powdery plaster indicates improper cure.

Primers: New surfaces should be fully primed. Previously painted surfaces should be primed or spot primed as necessary. There are a number of specialty primers available in our family of brands that can be used on difficult substrates such as bleeding woods, hard glossy surfaces, or other substrates where paint adhesion or stain blocking is a problem. Your dealer can recommend the right problem solving primer necessary to meet your needs.

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 Informational Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Application

Apply by brush, roller or spray. Apply generously as it comes from the container. Do not apply when air, product or surface temperature is below 50° F. May be thinned sparingly with water if necessary. Two coats may be required when drastically changing colors or when painting new drywall.

Spray, Airless: 1500 - 2500 psi Tip — 0.017 - 0.019 Orifice

Clean Up

Clean equipment with warm, soapy water immediately after use.

USE COMPLETELY OR DISPOSE OF PROPERLY. Dry empty containers may be recycled in a can recycling program. **Local disposal requirements vary; consult your sanitation department or state-designated environmental agency on disposal options.**

Environmental Health & Safety Information

Use only with adequate ventilation. Do not breathe spray mist or sanding dust. Ensure fresh air entry during application and drying. Avoid contact with eyes and prolonged or repeated contact with skin. Avoid exposure to dust and spray mist by wearing a NIOSH approved respirator during application, sanding and clean up. Follow respirator manufacturer's directions for respirator use. Close container after each use. Wash thoroughly after handling.



WARNING Cancer and Reproductive Harm—
www.P65warnings.ca.gov

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

IN CASE OF SPILL – Absorb with inert material and dispose of as specified under “Clean Up”.

**KEEP OUT OF REACH OF CHILDREN
PROTECT FROM FREEZING**

**Refer to Safety Data Sheet for
additional health and safety information.**