



# Maxima™ Premium Int/Ext MA3910

## Interior/Exterior Flat Paint

### Description:

**Maxima™ Premium Int/Ext** is a 100% acrylic paint and primer with low V.O.C. (volatile organic compounds) and low odor. It is technology's ultimate expression, formulated with highly durable resins and pigments to ensure one-coat coverage with the brightest colors. It is the most advanced paint ever created, resistant to the most severe tropical conditions. At the same time, do to its low odor and zero VOC formulation allergy or asthma sufferers can suit when painting in exterior areas.

### Product Advantages:

- Zero VOC and very low odor
- Mildew and stain resistant
- Chalk and efflorescence resistant
- Excellent coverage paint + primer
- Will not peel or blister
- Excellent color retention
- Durable and tough
- Heavy metal and lead free
- Excellent alkaline resistant
- Safe to use for the ambient
- High in fungicides and algacide

### Performance:

|                                   |          |
|-----------------------------------|----------|
| Cleaning Resistance:<br>ASTM 1308 | Pass     |
| Water Resistance:<br>ASTM D 1735  | >300Hrs. |

### Uses:

Maxima™ Premium Int/Ext is ideal for use in industrial, commercial, residential, public and health. Ideal for exterior areas where a non-toxic, zero VOC, durable and diversity of colors are needed. Suitable for application on new or previously painted masonry, stucco, brick, concrete and properly prepared wood and metal surfaces.

### Technical Data:

|                               |  |
|-------------------------------|--|
| Product Type:                 | 100% Acrylic   |
| Finish:                       | Flat (1° - 3°)<br>*Geometry 60°  |
| Solids (%):                   | 56 ± 2% by weight<br>38 ± 2% by volume   |
| Weight/Gallon:                | 11.7 ± 0.05lbs.<br>( 5.3 ± 0.02kg.)  |
| Colors:                       | White and tinting bases  |
| Drying Time:                  | To touch: 30-60 min.<br>To recoat: 2-4 hrs.  |
| Coverage:                     |  |
| Theoretical:                  | Up to 577 ft. <sup>2</sup> per<br>gallon @ 1 mil   |
| Recommended:                  | 400-450 ft. <sup>2</sup> /gal.<br>(37-41 m <sup>2</sup> /gal.) @<br>1.5 dry mils, 4 wet mils |
| Can Sizes:                    | 5 gallons<br>1 gallon  |
| Thinning:                     | Is not recommended.  |
| Flash Point:                  | Non-flammable  |
| Viscosity:                    | 105 - 112 KU's   |
| Percent Pigment<br>by Weight: | 40± 2%   |
| VOC:                          | <10 g/L  |

Notice: The technical data contained herein are true and accurate to the best of our knowledge. Published technical data and instructions are subject to change without prior notice.

S.D.S.: Available upon request.

### Surface Preparation:

All surfaces must be dry, clean, sound and free of contaminants such as dirt, grease, mildew, oil, rust, concrete curing agents, chalk, laitance, efflorescence, loose or badly cracked paint. Remove all contaminants by washing surfaces with an appropriate cleaner, sanding, scrapping and/or using a pressure washing machine.

Prime if required as per recommended specifications of this product for surfaces like: concrete, plasters, gypsum wallboard, drywall, wood, plywood, steel, aluminum, galvanized steel, other composition materials or vinyl siding with the recommended Lanco® primer or primer/sealer, following application instructions. Glossy surfaces should be lightly sanded and primed prior to new paint application.

Cracks and holes have to be clean and dry. With a putty knife apply Lanco® Siliconizer™ Crack Filler into crack and 2 inches to both sides, patch all holes with Lanco® Spackling Compound. Let dry thoroughly 24 hours.

### Recommended Paint Systems:

#### New concrete & CMU block walls:

Refer to Surface preparation.

Primer coat : Stain Killer™  
400-450 ft.<sup>2</sup>/gal. (37-41 m<sup>2</sup>/gal.)  
@1.4 dry mils, 4 wet mils

Paint- Two Coats: Maxima™  
400-450 ft.<sup>2</sup>/gal. (37-41 m<sup>2</sup>/gal.)  
@1.5 dry mils, 4 wet mils

#### Previously painted concrete walls:

Refer to Surface preparation.

Primer coat : No primer needed

Paint- Two Coats: Maxima™  
400-450 ft.<sup>2</sup>/gal. (37-41 m<sup>2</sup>/gal.)  
@1.5 dry mils, 4 wet mils

Actual coverage may vary depending on surface and application method.

When repainting involves a drastic color change, a coat of primer will improve the hiding performance of the topcoat color.

**Surface Application Recommendations:**

**Mildewed surfaces:** This paint contains agents that inhibit mildew growth on the dried paint film itself. Any existing mildew on the surface must be completely killed and removed prior to the application of primer or paint. Any mildew not removed may continue to grow through the new finish. Using a long-handled brush, scrub mildewed surfaces with a mixture of one part of household bleach and three parts of warm water. Rinse completely and let dry.

**Concrete surfaces:** Mortar plaster, stucco and concrete block must be cured and hard. Remove any surface contaminant, form release and curing agents or efflorescence. Surface must have a safe pH level under 9 prior to the application of paint or primer. Apply one coat of the Lanco® Stain Killer™ WP-039 over new concrete.

**Efflorescence:** Is a white powdery, crystal-like deposit that is visible on masonry surfaces. It must be removed using a solution of 1 part of muriatic acid and 3 parts of water. Use long handled brush. Rinse completely.

**Caution** Read cleaning solution warnings on label prior to use. Wear protective rubber gloves, safety goggles and protective clothing.

**Test pH levels:** Levels of pH should be under 9 prior to the application of any paint or primer. If pH level is above 9 but below 13, apply Lanco® 100% Acrylic Roof & Wall Primer/Sealer AS-210 as per instructions prior to the application of additional primers and/or finish coats. For a pigmented primer for pH levels below 13, apply Lanco® Stain Killer™ Primer WP-039.

**Plaster and wallboard surfaces:** Plaster nibs should be scraped and sanded smooth. Tape and spackled joints, nail heads and cracks filled with Lanco® Spackling Compound SC-101 or Lanco® Patching Plaster™ PP-223, let dry two hours before painting. No paint or sealer should be applied on plaster when the moisture content exceeds 8%, as determined by a reliable electronic moisture meter. Use Lanco® Prepare™ Primer WP-2520.

**Wood and plywood:** Sand rough areas and prime properly prepared surface with Lanco® Stain Killer™ Primer WP-039. Maximum acceptable moisture content prior to coating new wood should be under 16%.

**Previously painted surfaces:** All surface contaminants such as oil, grease, mill scale, dirt, mold, mildew mortar, efflorescence and sealer must be removed to assure sound bonding to the previous finish. Old coatings that are partially removed or loose by blistering, rupture or scratching should be removed to provide a sound surface. Sand any glossy areas and dust clean, wipe away dirt, chalk. Prime properly prepared concrete, wood, plywood, composition materials and vinyl siding with Lanco® Stain Killer™ WP-039. Use 100% Acrylic Roof & Wall Primer/Sealer AS-210 on chalky surfaces following label instructions. Glossy surfaces should be lightly sanded and primed previous to new paint application.

**Method of Application:**

Stir thoroughly before using. Paint always on shaded side of the building. Do not dilute paint, use as supplied. Do not apply when surface or air temperature is below 50 °F or if rain is expected within 5 hours. Apply product with brush, roller or sprayer. Apply generously with a full brush or roller and avoid excessive brushing or spreading too thinly. Typical standard practice recommends intermixing when working with more than one container of the same color, to ensure color consistency.

**Mixing and thinning:** Mix always thoroughly before application. Thinning is not recommended, if necessary use only 8oz. of water per gallon of this product.

**Brush:** Use a good quality nylon PA-1982 or polyester brush PA-1999.

**Roller:** Use a Lanco® All-Purpose 3/8" Nap Roller PA-566. Apply generously, but avoid excessive brushing or reworking of painted areas, do not apply or spread too thinly.

**Spray:** Spray equipment should be capable of maintaining a pressure of 700-1000 psi with a tip of 0.015 to 0.019.

Spray and back roll on rough or porous surface to achieve required film build. Apply two coats with overnight drying between coats to minimize pinholes on the surface is recommended. See equipment's manufacturer recommendation.

**Precaution:** Do not add mineral spirits or other solvents to this product. Do not apply when air or surface temperature is below 50 °F (10 °C). Apply liberally, but do not overspread. Stop painting at least two hours before you expect dew to form or the temperature to fall below 50 °F (10 °C).

**Important:** It is important that you apply one coat of primer and two full coats of paint to achieve the warranty protection.

**Limited warranty:** The manufacturers liability in connection with the sale of this product extend only to the replacement price if it should fail to comply with quality standards or specifications.

**Caution:** Harmful if swallowed. Contains acrylic resin. In case of eye contact, flush thoroughly with water. Do not rub eyes. In case of skin contact, flush area immediately with clean water. If swallowed, do not induce vomiting. Consult a physician immediately. Use only with adequate ventilation. Adequate ventilation required when sanding or abrading the dried film. Always use (NIOSH/MSHA TC21C or equivalent.) Goggles are recommended while handling the product. This product may contain chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. Keep out of reach of children.

**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). For chemical emergency call ChemTrec 1-800-424-9300. Protect from freezing.

