



# TECHNICAL DATA SHEET

## Maxima™ (MA-2850)

### Premium Exterior Semi-Gloss Paint

#### Description

Lanco® Premium Maxima™ is an extreme duty high quality 100% acrylic exterior semi-gloss paint for masonry, stucco, wood, metal and brick. We have used the latest advances of modern chemical technology and quality control to achieve the finest paint your money can buy. Premium Maxima™ is a low odor and low VOC paint. One coat gives all the desirable characteristics of a fine quality paint. It dries in 1 hour and presents an extremely durable film that resists yellowing, chipping, cracking and peeling. May be applied with brush, roller or sprayer.

#### Product Advantages

- Variety of color
- Mildew and stain resistant
- Will not peel or blister under extreme conditions
- Excellent color retention
- Excellent coverage
- Chalk resistant

#### Product Uses

Exterior Surfaces: For industrial, commercial, residential and institutional use on new or previously coated concrete, stucco, cement block, masonry, properly prepared brick, wood trim & doors, wood siding, vinyl siding, fiber cement siding, EIFS exterior wall cladding, steel and aluminum.

#### Base & Tinting Information

Follow tinting requirement specified within appropriate color formula book, color matching computer and automatic tinting equipment.

#### BASE/COLOR:

MA2850	White /Paste
MA2851	Tint
MA2852	Deep
MA2853	Accent

The use of deep tinted colors or high contrast accent colors may require the addition of one or more finish to achieve acceptable coverage and hiding results.

#### Technical Data

<b>SOLIDS:</b>	49.5 ± 1% by weight 35.4 ± 1% by volume
<b>V.O.C LEVEL:</b>	124 g/L
<b>WEIGHT / GALLON:</b>	10.43± 0.5 lbs.
<b>FINISH:</b>	Semi-Gloss (12°-20°)*Geometry 60°
<b>FLASH POINT:</b>	Non-flammable
<b>FIRE RATING:</b>	Class A
<b>VISCOSITY:</b>	105-110 Ku's
<b>SUGGESTED FILM THICKNESS, COVERAGE PER COAT:</b>	4.0 mils wet, 1.6 mils dry 325-375 sq ft/ gal

\*Coverage figures do not include surface porosity, irregularities & material loss due to application methods.

#### Recommended Systems

##### SUBSTRATE:

**Masonry, Concrete Block:**  
1 ct. Rain-Shield Acrylic Primer/Sealer  
2 ct. Maxima Premium Latex

**Poured Concrete, Stucco:**  
1 ct. Rain-Shield High pH Primer  
2 ct. Maxima Premium Latex

**Brick:**  
1 ct. Rain-Shield Acrylic Primer/Sealer  
2 ct. Maxima Premium Latex

**Fiber Cement:**  
1 ct. Rain-Shield High pH Primer  
2 ct. Maxima Premium Latex

**Wood, New:**  
1 ct. Lanco Stain-Killer  
2 ct. Maxima Premium Latex

**Hardboard:**  
1 ct. Rain-Shield Acrylic Primer/Sealer  
2 ct. Maxima Premium Latex

**Metal, Steel:**  
1 ct. Ultra Durex Primer  
2 ct. Maxima Premium Latex

**Galvanized:**  
2 ct. Maxima Premium Latex

**Weathered Aluminum:**  
2 ct. Maxima Premium Latex

**Vinyl Siding:**  
2 ct. Maxima Premium Latex

Other Primers may be used upon job inspection.

#### Application

Stir or shake thoroughly before using. Read all label and Safety Data Sheets (S.D.S.) information prior to use. Paint always on shaded side of the building. Do not apply in cold, damp conditions. Avoid exterior application late in the day when dew or condensation is likely to form or rain is expected. Typical standard practice recommends intermixing when working with more than one container of a tinted color, to ensure color consistency.

**BRUSH:** Use a high quality nylon or polyester brush.

**ROLLER:** Use a ½" to 1 ¼" nap roller cover, depending on the substrate texture.

**AIRLESS SPRAY:** Use a tip size from .017" to .023". Spray application must be back rolled to work material into surface.

**MIXING:** Always mix thoroughly before and during application.

**THINNING:** This product is not to be thinned.

**CLEANUP:** Clean all equipment immediately after use with warm soapy water. Completely flush all spray equipment with this solution.

**DRYING TIME@ 77°F @ 50% RH:**  
Temperature and humidity dependent.  
To touch: 1 hour To recoat: 5 hours

#### Technical Compliance:

AIM:	PASSES
OTC:	PASSES

### Surface Preparation

Surface must be completely dry and in sound condition. All surfaces must be clean and free of contaminants such as form and release agents, dirt, grease, oil, rust, chalk, efflorescence, organic growth, mildew and non-adherent material. Gloss finishes should be sanded or de-glossed. Feather sand rough edges and spot prime bare areas. Any deteriorated or failed sealant and/or patching compound should be removed and replaced. Fill cracks and voids with Lanco® Rain-Shield™ Elastomeric Crack Filler. Apply sealants or patching compounds over a primed surface and at a safe level of pH.

Allow a minimum of three (3) days of cure time for new masonry or hot stucco, a seven (7) day cure time for poured in place concrete or a safe pH level below 8.5 prior to application of product. Coatings have a greater resistance against failure when applied to a surface with a lower alkaline level (below 8.5). Clean substrate to remove all form and release agents, dirt, dust, grease and any foreign contaminants. High pH (between 9 and 13) should be primed with LANCO® Rain-Shield™ High pH Primer or LANCO® Rain-Shield™ Clear Acrylic Primer/Sealer.

**WOOD:** Caulk primed nail heads and joints or cracks with LANCO® Ultrathane WB™ and allow to dry 24 hours before painting. Sand rough areas, and prime entire surface with LANCO® Titanium Primer™

**STEEL AND ALUMINUM:** Remove rust by hand or power tool cleaning (SSPC-SP 2-63 or SP 3-63) and prime with LANCO® Ultra Durex Primer™ or LANCO® Metal Master Primer™.

**GALVANIZED STEEL:** Remove oil and dirt with lacquer thinner. If any oxidation (white rust) has formed, sand and remove all forms of contamination. If the galvanized has been passivated or stabilized, the surface must be abraded, i.e., Brush-Off Blast Clean per SSPC-SP7 or chemically treat the surface. Weathered galvanizing (2+ years of exterior weathering) must be thoroughly cleaned (power washed).

#### PREVIOUSLY PAINTED SURFACES:

**SURFACES IN GOOD CONDITION:** Sand any glossy areas by brush blasting (SSPC-SP 7-63) and dust clean.

**SURFACES IN POOR CONDITION:** If paint is old, loose, peeling or badly weathered, repair and clean surface by sanding, brush blasting (SSPC-SP 7-63) or other methods in order to provide a sound surface. Apply a full coat of primer as recommended.

**MILDEWED SURFACES:** Any existing mildew on the surface must be killed and removed prior to the application of this product. 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 quart of household bleach and three quarts of warm water. Allow the solution to remain on the surface for 10 minutes. Rinse thoroughly with water and allow the surface to dry before painting. Wear protective eyewear, waterproof gloves, and protective clothing. Quickly wash off any of the mixture that comes in contact with your skin. Do not add detergents or ammonia to the bleach / water solution.

### General Information

**PRECAUTION:** For exterior use only. Do not add mineral spirits or other solvents to this product. Do not apply when surfaces or air temperature are below 50°F (10°C). Do not expose to freezing temperatures in storage. Do not use on unpainted ferrous metal. Do not use on staining wood such as cedar, mahogany, or redwood.

**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. 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.

S.D.S.: Available upon request.

The information presented on this Technical Data Sheet is based on testing conducted by Lanco® Paints & Coatings. No guarantee of accuracy, comprehensiveness, or performance is given or implied. Information and recommendations are subject to change dependent on surface conditions (substrate), weather and method of application. Please consult with a Lanco Representative or visit [www.lancopaints.com](http://www.lancopaints.com) for complete, up-to-date technical information.



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