Architectural Coatings

Hi-Hide Ceramic Matte Interior Latex Wall & Trim

GENERAL DESCRIPTION

Hi-Hide Ceramic Matte Interior Latex Wall & Trim Paint series is a high quality interior matte latex wall paint. It is used for new or previously painted commercial, institutional and residential walls and ceilings in normal exposure. *Hi-Hide* Ceramic Matte Interior Latex Wall & Trim Paint is also an excellent, user-friendly, high value wall paint for the "do-it-yourselfer" in many residential applications.

RECOMMENDED SUBSTRATES

Concrete/Masonry	Gypsum Wallboard-Drywall
Concrete Block (CMU)	Plaster
Ferrous Metal	Wood

CONFORMANCE STANDARDS

Compliant with all US VOC Regulations as of 10/2026
MPI Approved in Category #53

PRODUCT INFORMATION

369-10	White & Pastel Base
369-120	Midtone Base*
369-40	Ultra Deep Base*

*Must be tinted before use. Refer to the appropriate color formula book, automatic tinting equipment, and or computer color matching system for color formulas and tinting instructions.

PACKAGING

Quart (946mL)
1-Gallon (3.78 L)
5-Gallon (18.9 L)

Not all products are available in all sizes.

PRODUCT DATA

PRODUCT TYPE:	Vinyl Acrylic Latex
SHEEN:	Matte, 4-8 @85º
VOLUME SOLIDS*:	36% +/- 2%
WEIGHT SOLIDS*:	51% +/- 2%
WEIGHT/GALLON*:	10.8 lbs. (4.8 kg) +/- 0.2 lbs. (91 g)
VOC:	< 50 g/L (0.4 lbs./gal.)

*Product data calculated on product 369-10.

COVERAGE: Approximately 400 sq. ft. (37 sq. meters) per U.S. gallon (3.78 L) on primed, smooth, nonporous surfaces.

Wet Film Thickness:	4 mils
Wet Microns:	102
Dry Film Thickness:	1.4 mils
Dry Microns:	36

Coverage figures do not include material loss due to surface irregularities and porosity, or material loss due to application method or mixing. Some colors, drastic color changes, or porous surfaces may require more than one coat to achieve a uniform finish.

DRYING TIME: Dry time @ 77ºF (25ºC); 50% relative humidity.

To Touch:	30-60 minutes
To Recoat:	2-4 hours
To Full Cure:	30 days

Drying times listed may vary depending on temperature, humidity, color, film build, and air movement. Wait at least 30 days after painting before cleaning the surface with a non-abrasive, mild cleanser. Very deep colors may require longer to fully cure.

CLEANUP: Clean tools with warm, soapy water.

DISPOSAL: Contact your local environmental regulatory agency for guidance on disposal of unused product. Do not pour down a drain or storm sewer.

FLASH POINT: Over 200ºF (93ºC)

FEATURES / BENEFITS

Features	**Benefits**
High Hiding	Saves time and money
Excellent Uniformity	Prevents flat and glossy spots
Good Touch-Up	Extends time to repaint
Washable	Easy to maintain
Non-Yellowing	Colors stay true
Easy Soap & Water Clean-Up	No solvent disposal issues

GENERAL SURFACE PREPARATION

Surface must be clean and dry. Remove all loose, peeling paint, dirt, grease, and any other surface contaminants. Putty all nail holes and caulk all cracks and open seams. Sand all glossy, rough, and patched surfaces. Plaster, concrete, and masonry surfaces must be completely dry, free of efflorescence, and allowed to cure for 30 days prior to painting. Prime all bare wood, drywall, plaster, masonry, metal, and porous surfaces with an appropriate primer.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust or fumes. LEAD IS TOXIC. EXPOSURE TO LEAD DUST OR FUMES CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a properly fitted, NIOSH-approved respirator and prevent skin contact 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 USEPA National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead. Follow these instructions to control exposure to other hazardous substances that may be released during surface preparation.

CONCRETE/MASONRY: New concrete and masonry should cure for at least 30 days and preferably 90 days prior to priming and painting. The pH of the substrate must be less than 10 before priming. Use of an alkali resistant primer is recommended.

CONCRETE BLOCK (CMU): Mortar should cure for at least 30 days and preferably 90 days prior to painting. Fill block with an appropriate block filler.

FERROUS METAL: The surface must be cleaned thoroughly to remove any dust, rust, and surface contaminants, and then primed with a metal primer.

GYPSUM WALLBOARD-DRYWALL: Nails or screws should be countersunk, and they along with any indentations should be mudded flush with the surface, sanded smooth and cleaned to remove any dust prior to priming the substrate.

PLASTER: Plaster, hardcoat, skim coat, or other alkaline surfaces should be allowed to cure for at least 30 days prior to priming and painting. The pH of the substrate must be less than 10 before priming. Use of an alkali resistant primer is recommended.

WOOD: Countersink all nails, putty flush with surface. Unpainted wood or wood in poor condition should be sanded smooth, wiped clean, then primed. Any knots or resinous areas must be sealed before painting.

RECOMMENDED PRIMERS

Concrete/Masonry	4-603XI, 17-921XI
Concrete Block (CMU)	6-7, 6-15XI
Ferrous Metal	90-1908, 90-1909, 90-1912
Gypsum Wallboard-Drywall	6-2, 6-4, 9-900, 12-900XI
Plaster	4-603XI, 17-921XI
Wood	6-2, 9-900, 12-900XI, 17-921XI

LIMITATIONS OF USE

FOR INTERIOR USE ONLY. Apply only when air, product, and surface temperatures are between 50°F (10°C) and 90°F (32°C).

Not recommended for use on floors.

PROTECT FROM FREEZING.

APPLICATION INFORMATION

Stir thoroughly before using and occasionally when in use. When using more than one container of the same color, intermix to ensure color uniformity. USE WITH ADEQUATE VENTILATION. KEEP OUT OF REACH OF CHILDREN. Read all label and Safety Data Sheet (SDS) information prior to use. SDS are available through our web site or by calling 1-800-441-9695.

Application Equipment: Apply with a high-quality brush, roller (nap size – 3/8" for smooth surfaces and up to 3/4" for rough or textured surfaces), paint pad, or by spray equipment. Where necessary, apply a second coat and allow each coat to dry thoroughly before applying the next coat.

Airless Spray: For airless spray application, use tip size .015" to .021" and pressure range of 1500 to 2000 psi. Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

Brush: Nylon/Polyester Brush
Roller (nap roller cover): 3/8" - 3/4"

Thinning: Do not thin.

Permissible temperatures during application:
Material: 50 to 90ºF (10 to 32ºC) Ambient: 50 to 90ºF (10 to 32ºC) Substrate: 50 to 90ºF (10 to 32ºC)

PRECAUTIONS

For warning information, please refer to the product label and SDS available at the online listing for this product at www.pittsburghpaintsco.com. Keep container tightly closed and sealed until ready for use. SDS, spill, and emergency information are available by calling 1-833-477-1553.

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