

Architectural Coatings

Veloura Trim, Door & Cabinet Interior/Exterior Waterborne Urethane Alkyd Enamel Satin

GENERAL DESCRIPTION

Pittsburgh Paints Veloura Trim, Door & Cabinet Interior/Exterior Waterborne Urethane Alkyd Enamel delivers enduring beauty with effortless application. Featuring SMOOTHFLOW™ Technology for seamless leveling and a smooth, factory-like finish, it provides best-in-class hide and coverage. Its durable formula withstands repeated cleaning and offers excellent block resistance and hardness for lasting performance. With a low odor and low VOC formula, *Veloura* Enamel combines durability, elegance, and sustainability in every coat.

RECOMMENDED SUBSTRATES

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

CONFORMANCE STANDARDS

Compliant with all US VOC Regulations as of 10/2026

PRODUCT INFORMATION

TRM-10-410	Hi-Hide White & Pastel Base
TRM-10-420	Midtone Base*
TRM-10-440	Ultra Deep Base"
TRM-10-RMW	Ultra White Ready Mix

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

PACKAGING

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

PRODUCT DATA

PRODUCT TYPE:	Waterborne Urethane Alkyd
SHEEN:	Satin, 20-35 @60°
VOLUME SOLIDS*:	36% +/- 2%
WEIGHT SOLIDS*:	52% +/- 2%
WEIGHT/GALLON*:	11.0 lbs. (5.0 kg) +/- 0.2 lbs. (91 g)
VOC:	< 50 g/L (0.4 lbs./gal.)

*Product data calculated on product TRM-10-410.

COVERAGE: Up to 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 loss due to surface irregularities and porosity or material loss due to application method or mixing. Some colors, drastic color changes, or porous substrates may require more than one coat to achieve a uniform finish.

DRYING TIME: Dry time @ 77°F (25°C); 50% relative humidity.

To Touch:	1 hour
To Recoat:	4 hours

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. DANGER - RAGS, STEEL WOOL OR WASTE SOAKED WITH *VELOURA* TRIM, DOOR & CABINET MAY SPONTANEOUSLY CATCH FIRE IF IMPROPERLY DISCARDED. IMMEDIATELY AFTER EACH USE, PLACE RAGS, STEEL WOOL OR WASTE IN A SEALED WATER-FILLED METAL CONTAINER.

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 200°F (93°C)

FEATURES / BENEFITS

Features

- *Smoothflow* Technology
- Waterborne Urethane Alkyd Enamel
- Best-in-Class Hide & Coverage
- Delivers a Smooth, Factory-Like Finish
- Built to Withstand Repeated Cleaning
- Excellent Block Resistance & Hardness
- Low Odor, Low VOC
- Resists Yellowing
- Highly Resistant to Household Stains and Chemicals

Benefits

Outstanding flow & leveling for unparalleled, effortless application
Delivers the look, feel, and durability of traditional oil-based enamels with the benefits of a waterborne formula
Saves money; less material may be required
Great look on trim, doors & cabinets, delivering a smooth finish across application methods including brush, roller, and spray
Resistant to gloss change and color loss from cleaning
Provides a tack free, durable film ideal for trim, doors, windows, cabinets, and shelving
Ideal for painting occupied spaces
Better yellowing resistance than traditional oil-based coatings
Maintains a freshly painted look

Read Label and Safety Data Sheet prior to use. See other cautions on last page.

GENERAL SURFACE PREPARATION

Surface must be clean and dry. Remove all loose, peeling paint, dirt, mildew, grease, oil, chalk, rust, and any other surface contaminants. Blistering and peeling issues are commonly caused by moisture behind the paint film. Problems leading to excessive moisture in the substrate must be repaired prior to painting. Putty all nail holes and caulk all cracks and open seams. Sand all glossy, rough, and patched surfaces. Stucco, plaster, concrete, and masonry surfaces must be completely dry, free of efflorescence, and allowed to cure for 30 days prior to painting. Repaired surfaces or lightly stained areas may require additional coats. Prime all bare wood, drywall, plaster, masonry, metal, and porous surfaces with the 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.

BRICK, CONCRETE, and MASONRY: New brick, 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. Painting glazed brick is not recommended due to potential adhesion problems.

CONCRETE BLOCK (CMU): Mortar should cure for at least 30 days and preferably 90 days prior to priming with a 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 and painting the substrate.

PLASTER: New plaster 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.

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

Brick/Concrete/Masonry	4-603XI, 17-921XI
Concrete Block (CMU)	6-7, 6-15XI
Ferrous Metal	90-1908, 90-1909, 90-1912, 4160, 4360
Gypsum Wallboard-Drywall	6-2, 6-4, 9-900,, 12-900XI 17-921XI
Plaster	4-603XI, 17-921XI
Wood	17-921XI

LIMITATIONS OF USE

Apply when air, product, and surface temperatures are above 50°F (10°C). Avoid painting in direct sunlight or on hot surfaces. Do not apply late in the day when dew and condensation are likely to form or if rain or snow is expected.

Do not use on vinyl siding or on steps, walkways, floors, or other traffic areas. Not for use on the bodies of homes.

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.

Airless Spray: For airless spray application, use tip size .010" to .017" 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 90°F (10 to 32°C)

Ambient: 50 to 90°F (10 to 32°C)

Substrate: 50 to 90°F (10 to 32°C)

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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