

## COLUMBIA METAL LATEX PAINT

Columbia Metal Latex Paint is a 100% acrylic emulsion product formulated from the finest raw materials available. It is the ideal product for the protection and beautification of primed and/or previously painted metal surfaces.

### **RUST INHIBITIVE**

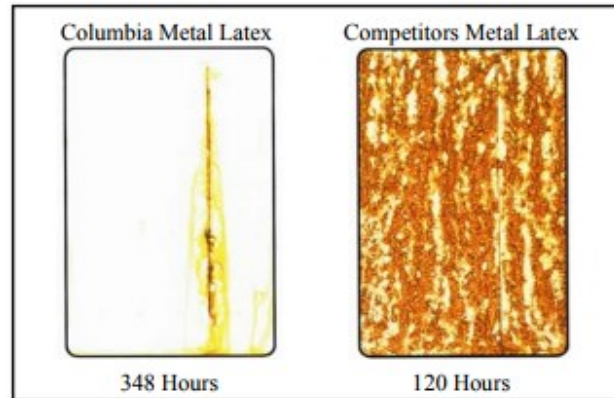
Where ordinary latex paints will often cause metal to rust prior to curing, Columbia Metal Latex Paint stops rust for years. It bites into the pores of the metal, locking out moisture and oxygen, preventing further rust from occurring. While priming is usually not necessary, rusted areas must be primed with Columbia Metal Latex Primer prior to application. Rusted areas can be spot primed, or the entire surface can be primed to ensure a uniform surface. Once cured, the primer must be top coated with two coats of Columbia Metal Latex Paint.

### **WEATHER RESISTANT**

Columbia Metal Latex Paint provides an attractive, semi-gloss finish that retains its color and sheen even when subjected to the harshest elements. Columbia Metal Latex Paint offers resistance to corrosive fumes, salt spray, and other atmospheric conditions that quickly destroy ordinary paints. Chalking and fading are no longer a problem when Columbia Metal Latex is used.

### **COLUMBIA OUTSHINES THE COMPETITION**

In a test against a well-known major competitor, Columbia Metal Latex was



significantly glossier when first applied. Even more important, however, after 348 hours in a salt fog cabinet, Columbia Metal Latex was almost as glossy as the competitive product was prior to being put into the salt fog cabinet. And, the competition lost all of its gloss and the panel was rusted after 120 hours exposure. There was no comparison.

### **HIGHER SOLIDS CONTENT**

Columbia Metal Latex Paint has a higher solids content than most competitive products. Therefore, once the water evaporates, more product is left on the substrate, providing superior protection against the elements. In fact, when applied to test panels at a wet film thickness of 6 mils and allowed to dry, Columbia Metal Latex had an average dry film thickness of 3.42 mils. A major competitor had a dry film thickness of between 1.81 and 1.87 mils. In other words, you would have to apply almost two coats of the competitive product to achieve the dry film thickness of one coat of Columbia.

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**FLEXIBILITY**

All metal structures undergo expansion and contraction with temperature changes. Columbia Metal Latex Paint has the unique ability to “move” with the building without cracking or checking. Columbia Metal Latex bonds tenaciously and stays put.

**EASY TO APPLY**

The excellent flow and leveling capabilities of Columbia Metal Latex Paint make application virtually foolproof. Even inexperienced applicators are able to get a “professional finish.” Columbia Metal Latex Paint also has excellent hiding ability, resists mildew growth, and has fast drying capabilities. This shortens the time between coats or painting of trim resulting in speedy job completion and labor savings.

**SURFACE PREPARATION**

Any loose scale and flaking rust must be removed by wire brushing, sandblasting, high pressure spray, etc. Tight rust, sandblasted areas, and all galvanized metal must be primed with Columbia Metal Latex Primer. Sand all glossy areas for better adhesion. Galvanized steel should be aged a minimum of one year or etched thoroughly prior to priming. All surfaces must be cleaned thoroughly prior to application.

**APPLICATION**

For best results, product should be spray applied. This is the only recommended method of application. Thinning is not recommended. Under normal weather conditions, Columbia Metal Latex Paint will be dry to the touch in one-half hour. Allow four hours minimum prior to applying additional coats. Minimum application temperature is 60°F.

**COVERAGE**

Recommended rate of coverage is 270 to 300 square feet per gallon per coat. Two coats minimum recommended.

**COLORS**

- White    Tan
- Red     Forest Green
- Chocolate Brown                              Dark Green
- Black

\*Any color is available through special order.

**BENEFITS**

- Unique formulation inhibits rust
- Fast drying shortens time between coats
- Excellent flow and leveling
- Excellent hiding ability
- Mildew resistant
- Long term flexibility
- Clean up with soap and water

**Containers: 5 Gallon Pail                      1 Gallon Pail**

**TYPICAL CHARACTERISTICS**

Viscosity	96-106 KU
Dry Film thickness (300 sq. feet per gallon)	3 mils
Density	8.68-10.38 Lb./Gal.
Specific Gravity	1.04-1.25
Flash Point	Non-Combustible
Minimum Application Temperature	60°F.
Dry to Touch (normal drying conditions)	One-half Hour
Completely Dry/Re-coat (normal drying conditions)	Four Hours
Corrosion Resistance	Excellent
Resin Type	Acrylic
Freeze/Thaw Stability	Poor—Do Not Allow to Freeze
Application	Spray
Clean Up	Soap and Water
VOC	<400 g/l