PERMA-WHITE®
MOLD & MILDEW-PROOF™ EXTERIOR PAINT

DESCRIPTION AND USES

Perma-White® Mold & Mildew-Proof™ Exterior Paint is a high performance 100% acrylic, all purpose, exterior paint formulated to protect exterior surfaces while preventing mold & mildew growth on the paint film. Perma-White is designed to produce a tough, durable, washable finish that withstands moisture and resists dirt pick up. It is suitable for commercial and industrial environments as well as residential use. It is recommended for painting siding, soffits, fascia, trim, doors, windows, foundations, gutters and downspouts, and is also suitable for painting porch ceilings, trellises and fences.

Perma-White may be applied to new or previously painted wood, T-11, hardboard, metals (including aluminum, steel, copper and galvanized metal), PVC, fiberglass, and masonry (including stucco, concrete, concrete block and brick). Perma-White is self-priming and will develop excellent adhesion to properly prepared surfaces including gloss or semi-gloss paints, and aluminum and vinyl siding without the need for sanding or deglossing. For new, unpainted or severely weathered surfaces prone to bleeding (Cedar, Redwood, hardboard, plywood), rusting (iron and other ferrous metals) or brand new vinyl and aluminum, prime with Zinsser Bulls-Eye 1-2-3® Primer-Sealer. Allow primer to dry at least 24 hours before applying 2 coats of Perma-White.

DAMP SURFACES

Perma-White may be applied over damp masonry walls but is not designed to stop active water leaks. Use Water-Tite® Mold & Mildew-Proof™ Waterproofing Paint for masonry prone to water intrusion. Perma-White may be used over any quality waterproofing paint to prevent mold and mildew growth on the paint film.

MPI #11 Certified*

PERFORMANCE CHARACTERISTICS

- Self priming - Bonds to glossy and hard-to-paint surfaces
- Easy to apply, high hide and excellent touch-up
- Moisture and dirt resistant finish
- Tintable to off-white, pastel or medium earth-tone colors
- Low odor, fast drying – Recoat in 2 hours
- Soap and water clean-up

PRODUCTS

SKU	Description
03100	5-Gallon (Satin finish)
03101	1-Gallon (Satin finish)
03104	1-Quart (Satin finish)
03130	5-Gallon (Semi-Gloss finish)
03131	1-Gallon (Semi-Gloss finish)
03134	1-Quart (Semi-Gloss finish)

* Refer to the PMI website for the most current listing of MPI certified products.

PRODUCT APPLICATION

SURFACE PREPARATION

Surfaces should be clean, dry, sound and free of dust, dirt, excessive chalky material, grime, grease, oil, wax, mildew, wallpaper adhesive, or any contamination that may interfere with adhesion. If unsure of cleanliness, always wash surface with household ammonia and water solution, appropriate cleaning solution or solvent (do not use TSP as a cleaner). Remove any peeling and/or unsound coatings. Sand any remaining paint film edges smooth. Remove existing stains by washing, sanding, scraping, etc. Countersink exposed nail heads, spot prime and fill all nail holes and gouges with Ready-Patch® spackling compound or equally suitable material.

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.

CONCRETE & MASONRY

New concrete, masonry and related surfaces must be cured at least 30 days before painting. All existing mold and mildew must be removed before painting. To effectively kill mold and mildew and remove dirt and chalky paint residue, clean surfaces with JOMAX® House Cleaner and Mildew Killer. A solution of one cup household bleach per gallon of water may also be used. Allow solution to remain on surface at least 10 minutes. Rinse with water and allow to dry.

KNOTS/SAP STREAKS

Spot prime knots and sap streaks with B-I-N® Primer Sealer. Knots on new pine should be spot primed with one or two coat of Bulls-Eye® Amber Shellac.

PRODUCT APPLICATION (cont.)

APPLICATION

Two coats are required for proper performance and mold & mildew-proof resistance. Apply only when air, material, and surface temperatures are between 50-90ºF (10-32ºC) and the relative humidity is below 80%. Thoroughly mix to ensure any settled pigment is re-dispersed before using.

Apply with a synthetic (nylon, polyester or blend) bristle brush, roller, pad applicator or airless sprayer. Follow manufacturer's instructions when using spray equipment. For airless spraying use a 0.017" tip at 2000 to 2600 psi. Wear NIOSH approved respirator and provide adequate ventilation.

THINNING

Perma-White is formulated to be used without thinning. If thinning is necessary (conventional spray applications), add no more than 10% by volume of fresh water

LIMITATIONS

Perma-White Mold & Mildew-Proof Exterior Paint is not intended for application to interior floors or exterior floors or decks or any surface subject to immersion or prolonged contact with water.

TINTING

Perma-White is bright white but may be tinted to off-white, pastel or medium colors with a maximum of 4 ounces of universal colorant per gallon. Start with 75% of the tinting formula for a given color and adjust if necessary. Multiple containers of tinted paint should be intermixed (boxed) to ensure color uniformity. Shake or stir well before using.

DRY TIME

Dries to the touch in 30 minutes and can be recoated 2 hours after applying the first coat. Scrape resistance over glossy surfaces develops in 5 to 7 days. Do not scrub the new coating for seven days.

CLEAN-UP

Clean up spills and paint drips with detergent and warm water. Wash application tools in detergent and warm water immediately use. If product has dried on application tools, soak overnight in a solution of equal parts household ammonia and water. Follow equipment manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

PRODUCT APPLICATION (cont.)

STORAGE

To prevent product from skinning over, close container after each use. Keep lid tightly closed during storage. Protect from freezing. If contents freeze, thaw to room temperature before using.

TECHNICAL DATA

PERMA-WHITE® MOLD & MILDEW-PROOF™ EXTERIOR PAINT

PHYSICAL PROPERTIES

Physical Properties		PERMA-WHITE MOLD & MILDEW-PROOF EXTERIOR PAINT
Resin Type		Water-based Acrylic
Pigment Type		Titanium Dioxide, Zinc Oxide
Solvents		Water, Glycol Ethers
Weight	**Per Gallon**	10.3-11.1 lbs.
	Per Liter	1.23-1.33 kg
Solids	**By Weight**	47.0-53.0%
	By Volume	33.0-36.0%
Volatile Organic Compounds		<150 g/l (1.25 lbs./gal.)
Recommended Dry Film Thickness (DFT) per Coat		1.5-2.0 mils (37.5-50µ)
Wet Film to Achieve DFT (Unthinned material)		4.0-5.5 mils (100-137.5µ)
Theoretical Coverage at 1 mil DFT (25µ)		529-577 sq.ft./gal. (13.0-14.2 m^2/l)
Practical Coverage at Recommended DFT (assume 15% material loss)		Approximately 300-400 sq.ft./gal. (7.4-9.8 m^2/l) depending on application method and surface porosity
Dry Times at 70-80°F (21-27ºC) and 50% Relative Humidity	**Touch**	30 minutes
	Recoat	2 hours
	Full Cure	5-7 days
Shelf Life		5 years
Flash Point		>200ºF (93ºC)
Storage		40-80°F (4-26°C)
Safety Information		For additional information, see MSDS

The technical data and suggestions for use contained herein are correct to the best of our knowledge, and offered in good faith. The statements of this literature do not constitute a warranty, express, or implied, as to the performance of these products. As conditions and use of our materials are beyond our control, we can guarantee these products only to conform to our standards of quality, and our liability, if any, will be limited to replacement of defective materials. All technical information is subject to change without notice.

RUST-OLEUM BRANDS

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