



BITMAP – Theme & Branding Paint

Overview

- Super Saturated Colors
- Highly Resistant to Fading & Chalking
- Low VOC / Low HAPS
- Water-Based

Description

BITMAP Theme & Branding Paint is a high-performance crosslinking, 100% acrylic interior/exterior paint. that offers superior durability, color and gloss retention as well as unsurpassed chalking and fade resistance. It is formulated to be resistant to ultraviolet radiation, hot and cold weather, moisture, and mold. For use on wood, drywall, previously painted and primed surfaces, fiber cement, concrete, stucco, primed metal surfaces and silicone modified polyester (SMB) coated steel. BITMAP Theme & Branding Paint was developed for situations that demand bold, bright long-lasting colors and gloss. Available in over 70 standard colors and can be custom color matched. Suited for interior and exterior application.

Product Features:

- ✓ Interior & Exterior Use
- ✓ Excellent Adhesion & Durability
- ✓ Superior Color & Gloss Retention
- ✓ Fast Drying
- ✓ Cold Weather Formula
- ✓ Resists Dirt Pick-up, Mold & Mildew
- ✓ Unsurpassed Fade & Chalk Resistance
- ✓ No Harmful Solvents
- ✓ Superior adhesion on most surfaces
- ✓ Low VOC, 1.2 lbs. per gal – Low HAPS
- ✓ Applied via airless spray, brush or roller
- ✓ Available in standard and custom colors.

Suggested Uses:

For use on interior and exterior surfaces where vibrant or long-lasting colors matters. Can be brushed, rolled, or sprayed onto wood, drywall, fiber cement, concrete, stucco, primed metal, or other paintable, properly primed, interior, or exterior surfaces.

Not Recommended For:

- Direct applications to rusted surfaces
- Immersion service or floors
- Direct to metal applications

Note: Testing for lifting, bubbling and adhesion is recommended to assure compatibility with unknown coatings. Use **Bond-All Primer** to improve adhesion when needed. Contact All From 1 Supply Coating Systems for specific recommendations.

Physical Characteristics:

Weight per gallon:	9.73
% Solids by Weight:	47.05
%Solids by Volume:	37.02
PH:	8.5-9.5
Viscosity Brook:	106-108KU
Gloss@ 60deg:	25-30
Spread Rate:	300-400 sq.ft
Material VOC:	.22 lb / gal
Coatings VOC (-water):	.46 lb /gal
Packaging:	1 gallon containers
Storage:	Store indoors at 45°F - 120°F. Protect from freezing
Shelf Life	12 month unopened from date of manufacture



Theoretical Coverage Rate per Gallon

Wet mil film application rate	2.00	4.00	6.00
Dry mil film thickness achieved	.74	1.48	2.22
Square ft coverage rate per gal	802	401	268

Film builds below 2 mils total DFT will not provide maximum film properties. Spreading rates are calculated on volume solids and do not include an application loss factor due to surface profile, roughness or porosity of the surface, skill and technique of the applicator, or method of application.

Drying Schedule @ 4.5 mils wet:

Applied at 50% Relative Humidity	50°F	77°F	90°F
To touch		30 min.	
To handle		2 hr.	
To recoat		2-4 hr.	
To cure		30 days.	
Pot Life	N/A		
Sweat in time	N/A		
Activation	N/A		

*Higher temperatures and air flow will reduce dry times.

Surface Preparation:

Self-Priming on wood, masonry & previously painted surfaces. Bare metal or rusty surfaces will require a metal primer like **Bond-All** (recommended). Gloss, smooth or hard finish must be abraded or use **Bond-All** prior to painting.

Application:

Airless Sprayer (recommended). Use spray equipment that delivers paint at an even consistent pressure without “surge”. The sprayer, hoses and gun must be thoroughly clean and flushed with water. Always use a hose that is dedicated for spraying water based coatings, separate from spraying solvent-based products. Spray with the least amount of pressure that still atomizes the paint properly. Recommended tip size and type: .010 -.014 fine finish.

When spraying use a 50% overlap with each pass of the gun to avoid holidays, bare areas, and pinholes. If necessary, cross spray at a right angle. Application in two light coats is generally better than one heavy coat.

Roller: Hi quality 1/4" - 1/2" nap non-shedding

Brush: Hi quality Nylon or Nylon/Polyester



NOTE: Brush or roll application may require multiple coats to achieve maximum film thickness and uniformity of appearance.

Mixing & Reduction:

BITMAP Theme & Branding Paint is a single component product. Stir contents vigorously prior to application.

Thinning:

Not needed for spraying, but for brushing application, may be thinned up to 10% using cool, distilled water.

Clean-Up:

Clean hands and tools immediately after use with soap and water. Never leave material in equipment when not in use. Dried paint film, spray equipment, and mixing equipment can be cleaned by soaking and scrubbing with isopropyl alcohol.

HEALTH & SAFETY:

Use in a well-ventilated area. Avoid contact with eyes. Wash hands thoroughly with soap and warm water after use. Do not take internally. When spraying or sanding use a properly fitted NIOSH approved respirator. **WARNING!** Scraping, sanding or removing old paint may release toxic lead dust which can lead to brain damage and serious illness especially in children and may affect fetal development. Find out how to protect yourself by contacting the National Lead Information Hotline at 1-800-424-LEAD or go to www.epa.gov/lead

FIRST AID:

- **SKIN:** Wash thoroughly with soap and warm water.
- **EYES:** Rinse eyes with clean water for 15 minutes. Seek medical attention.
- **INHALATION:** Use only in well ventilated areas. If irritation occurs move to fresh air and seek medical attention.
- **INGESTION:** Do not induce vomiting. Seek medical attention.

For industrial use only by professional, trained painters. Not for sale to or use by the general public. Before using, read and follow all label and MSDS precautions. If mixed with other components, mixture will have hazards of all components.

Do not sand, flame cut, braze, or weld dry coating without a NIOSH approved air purifying respirator with particulate filters or appropriate ventilation, and gloves.

Warranty:

All products are warranted to be free of manufacturing defects. Liability for products proven defective, if any, is limited to replacement of the defective product or the refund of the purchase price paid for the defective product.

Disclaimer:

All technical advice, recommendations and services are rendered by the Seller gratis. They are based on technical data which the Seller believes to be reliable and are intended for professional use by persons having skill and know-how at their own discretion and risk. Seller assumes no responsibility for results obtained or damages incurred from their use by Buyer in whole or in part. Such recommendations, technical advice or services are not to be taken as a license to operate under or intended to suggest infringement of any existing patent.

For technical assistance contact (855) 366-1100 or e-mail sales@allfrom1supply.com.