

# Flex Pure Color

## PRODUCT DATA SHEET



### FINISH DESCRIPTION

Flex Pure Color / Eggshell Finish with Stain Relief Technology

Zolatone’s Flex Pure Color eggshell finish contains unique Stain Relief Technology. Pure Color forms a tight barrier with more stain resistance and cleanability than leading brands. Choose Flex Pure Color in any color for premium stain resistance in your high-traffic spaces and areas where staining regularly occurs.

### FEATURES

### BENEFITS

Finish	Eggshell
Formulation	Waterbase / 100% Acrylic
Colors	Available in any color
Easy Application	Brush, roll or spray
Lead Time	3-5 days for stock color and custom colors (1 gallon minimum)
Waterbased / Low VOC	Meets all environmental requirements including EPA and LEED, LEEDv4
Warranty	5 – Year manufacturer’s warranty against adhesion failure if product
Class A fire rated	Like all Zolatone finishes, Flex Pure Color is Class A fire rated.
Premium Stain Resistance	Excellent rating according to ASTM D4828 Stain Resistance and Washability Test.

### WHERE TO SPECIFY FLEX PURE COLOR

Zolatone Finishes are designed for vertical wall surfaces yet can be applied to imperfect substrates like Block, Tile, Metal, etc. along with Architectural Elements, Features and Ceilings.

Corporate Spaces	Educational Facilities	Healthcare Facilities	Other Applications
Corridors	Corridors	Corridors	Theaters
Offices	Offices	Offices	Exercise rooms
Lobby areas	Lecture halls	Waiting areas	Pool areas
Conference rooms	Auditoriums	Examination rooms	Escalator areas
Cafeterias	Gymnasiums	Meeting rooms	Elevator areas
Lunch rooms	Locker rooms	Cafeterias	Passenger terminals
Bathrooms	Bathrooms	Bathrooms	Baggage claim areas
Stairwells	Dormitories	Stairwells	

Suitable Substrates / Primed sheetrock, previously painted surfaces, concrete block, metal, ceramic tile, glazed block and others.

### SURFACE PREPARATION

Surfaces should be clean, dry and free of dust, grease, wax or other contaminants. Gloss surfaces need to be deglossed or scuff sanded prior to priming and finish application. Stains should be spot primed with a quality Stain Blocking primer before general priming. All primers need to accept a waterbase topcoat.

## APPLICATION INFORMATION

System Components	Zolatone Flex Pure Color
Application Method	Brush, roll or spray.
Tinting	Do not tint material.
Thinning	Product is ready for use. Consult application guide or call (800) 765-6699 for details on evaluating and adjusting material viscosity.
Dry Time	Air dry @ 70 °F and 50% relative humidity. To touch in 2-4 hours. Full cure in 7-10 days.

## TECHNICAL INFORMATION

Coverage Rate:	350 sq. ft. per gallon depending upon color, surface texture and method of application.
Dry Film Thickness:	Average 1.0 - 2.0 mils.
Solid by Volume:	37 - 39%
Specular Gloss:	Maximum of 5-15 @ 60 ° Angle
DOT Shipping Class:	Not regulated
VOC Content:	36 g/L
Solids by Weight:	49 - 51%
Service Temp:	Min. 50 °F Max. 85 °F
Flash Point:	Not applicable
Caution:	Protect from freezing. Do not apply when temperature of paint or surface is below 50 ° F.
Shelf Life:	6 months from ship date

## PERFORMANCE TESTING

A. V.O.C.: Less than 40 grams/liter (waterbase 100% acrylic formula)	ASTM-3960
B. Fire Rating: Class "A" Fire Rated	ASTM E-84
C. Scrubability: 3,000 + cycles (to system failure).	ASTM D-2486
D. Adhesion Over Primed Surfaces: Good adhesion.	ASTM D-3359
E. Permeability: 11.0 - 12.0 perms (with SP97 or SP203 primer)	ASTM D-1653
F. Mildew and Fungal Resistance: No growth.	ASTM D-2574
	ASTM D-3456
G. Specular Gloss: Eggshell 5-15 @ 60°.	ASTM D-523
H. Flashpoint: D.O.T. / OSHA - Not Regulated	ASTM D-56
I. Stain Resistance and Washability of Architectural Coatings - Excellent Rating	ASTM D-4828

## WARRANTY

ICP Building Solutions Group warrants the Zolatone components of this finish system against manufacturing defect for a period of five years from the date of application when applied to a wall surface according to manufacturer's current printed instructions. Manufacturing defect is defined to be a failure of the coating system to adhere to a wall surface when applied according to manufacturer's printed instructions, and does not include subsequent failure or damage caused by exogenous factors such as substrate failure or defect, sharp objects, persons, or acts of God. In the event of a failure resulting from manufacturing defect, the product will be replaced. ICP Building Solutions Group shall have no obligation to or otherwise participate in labor or other costs associated with replacing the product.



Zolatone Interior Finishes  
2777 Eagandale Boulevard  
Eagan, MN 55121  
www.Zolatone.com  
800.765.6699