

CREATE INSTALL INSTRUCTIONS



IMPORTANT TIPS

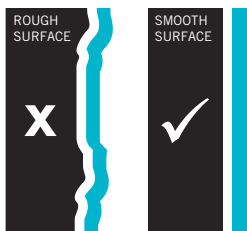
- **DO NOT STRETCH PAINT BEYOND INDICATED SURFACE AREA ON THE BOX, DOING SO WILL REDUCE PRODUCT PERFORMANCE.**
- Measure the space to be painted. Height x Width = Square Footage.
- IdeaPaint can be directly applied to any smooth latex painted surface. STEP 01 and STEP 02 are recommended **ONLY** when applying IdeaPaint over new dry wall / non-latex coated surface, repairing a surface or changing the color of a surface.
- New latex topcoats must dry at least 24 hours prior to applying IdeaPaint.
- For best results, prepare surface for smoothness to at least a level 4 finish and apply 4-5 mils thick.
- **FOR CLEAR:** Apply over satin, eggshell, semigloss or gloss finishes **ONLY**.
- Install IdeaPaint in spaces that are maintained at temperatures between 68° F and 85° F and below 85% relative humidity.
- IdeaPaint dries quickly. Use wet-on-wet technique and 2 layer method detailed in **STEP 06-07** to apply IdeaPaint in sections up to 4-ft wide by the entire height.
- IdeaPaint is available in different formulas, do not mix them. For more information call 617.714.1050.

STEP BY STEP INSTALL INSTRUCTIONS

01

PREP

IdeaPaint will only be as smooth as the surface you apply to. **FOR WHITE & BLACK,** Ensure a good writing surface by sanding any rough areas, and repairing any dents or holes prior to priming.



When complete wipe the surface down with a clean dry cloth too prevent debris from being caught in the roller.

FOR CLEAR INSTALLS: As a transparent coating, Clear is designed to be applied over any surface with a latex-based topcoat with a satin, eggshell, semigloss or gloss finish. Do not sand, wipe the surface clean and proceed to **STEP 3**.

02

PRIME (optional)

FOR WHITE AND BLACK ONLY, PRIME is recommended when coating a new drywall / non-latex coated surface, repairing a surface or changing the color of a surface. Prime surface with IdeaPaint PRIMER, Kilz Premium, Sherwin Williams Multi-Purpose Primer, or another quality primer until existing color does not show through.



FOR BLACK tint primer to a medium gray.

Sand smooth and wipe with a clean, dry cloth to remove debris.

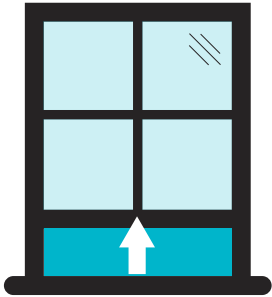
Allow primer to dry according to manufacturer's specifications prior to applying IdeaPaint.

03

VENTILATE

Open windows, doors and HVAC system to 100% air exhaust to ventilate area and aid in curing and drying.

If you have to use a fan, avoid pointing it directly at the painted surface.



04

PROTECT

Mask surfaces and edges you do not want painted with painters tape.

IMPORTANT: Be sure to remove tape while paint is still wet after application.

CREATE is a low viscosity paint, avoid applying too much pressure to the roller during application to minimize drips.

Follow safety precautions according to the IdeaPaint Material Safety Data Sheet found on ideapaint.com



05

MIX

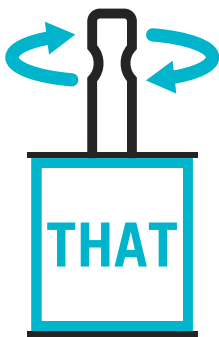
Do not shake cans.

Pour **THIS** into **THAT** and stir thoroughly for 1 minute.

Loosely place lid back on can and wait for 2 minutes then pour mixture into tray.

DO NOT mix more than 200 Square Feet of IdeaPaint at one time.

Once IdeaPaint is mixed, you have 1 **HOUR** to apply.



06

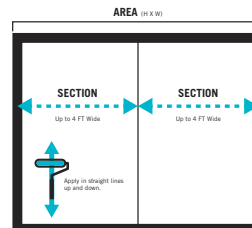
COAT

1. Divide your surface into areas up to 50 SQ FT. Follow the below steps then proceed to **STEP 07**, repeat this process for each area.

2. Use a 4" foam roller to cut in all edges and lightswitches within the current area.

3. Using the included 9" roller, apply in sections up to 4FT wide by the full height, be sure to use a backrolling technique as you go to even out the surface.

4. Always watch for roller marks, drip marks, debris and missed spots, re-roll as needed.



07

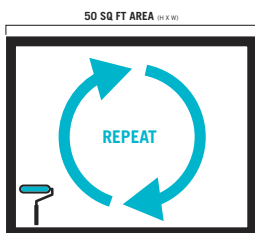
LAYER

For areas that are 50 SQ FT, immediately return to the first section and apply a second layer by rolling out the full height of each section again, re-wet the roller as needed.

This helps to build up a thick and effective IdeaPaint surface.

For areas smaller than 50 SQ FT, after completing **STEP 06** wait 3-5 minutes before applying a second layer.

IdeaPaint cannot be resealed, and should be used entirely within the specified surface area without any left over product.



08

WAIT

IdeaPaint is dry to the touch in an hour, but is not ready to use until fully cured.

WAIT 4 DAYS for paint to initially cure. Using the backside of these instructions write in the date of when it will be ready for use and hang it next to the painted area.

NOTE: Erasing Performance will continue to improve for 30 days after application.



09



WRITE

Once initial 4 day cure is complete, it is safe to use any standard dry erase marker on the new surface.

Do not use EXPO® Pink dry erase markers or red dry erase crayons.

10



CLEAN

Remove marks with a clean, microfiber eraser cloth.

For longer standing marks and harder to erase dry erase markers, use IdeaPaint CLEANER spray.

For more tips and tricks, see ideapaint.com/help

**PUT DOWN THE
MARKERS**

AND NO ONE GETS HURT

**DON'T WRITE
ON THIS WALL UNTIL**

WRITE DATE ABOVE LINE.