



DESIGNER

INTERIOR



PURE

ENVIRONMENTALLY RESPONSIBLE WALL FINISH

GREAT PAINT GREAT PEOPLE



hallmanlindsay.com

PURE

PURE is our most advanced environmentally responsible interior wall paint. Created to address rigorous indoor air quality standards through our virtually odorless, zero-VOC, and solvent free formulation. PURE offers supreme burnish & stain resistance and is exceptionally scrubbable for your home or commercial office spaces.

This luxurious designer quality finish has low-spatter, easy application and is available in a unique, curated color palette or limitless custom colors to fit your style. PURE's advanced moisture-resistant technology and anti-microbial benefits makes it a better choice than traditional paints for healthcare and senior living or any room where you live your home life. This is also a great paint for dorms or even hotels, resorts, and multi-family communities. PURE is manufactured in Wisconsin making it the most local paint you can buy and, with a portion of each sale going to help local non-profits, you are helping promote regional sustainability and social responsibility.



FEATURES

- Easy-Clean Technology™
- Exceptionally Scrubbable Finish
- Environmentally Sustainable Formulation
- Odor-Free, Solvent-Free, Zero-VOC
- Exclusive Color Palette of 168 Pure Colors of Wisconsin

BENEFITS

Transform Your Room

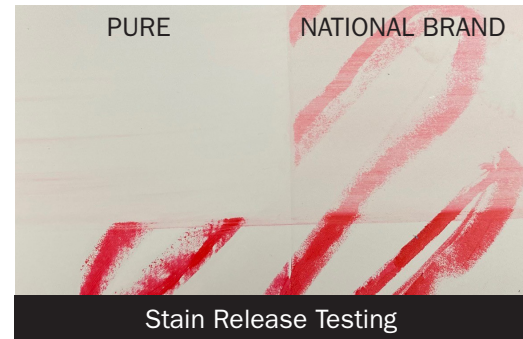
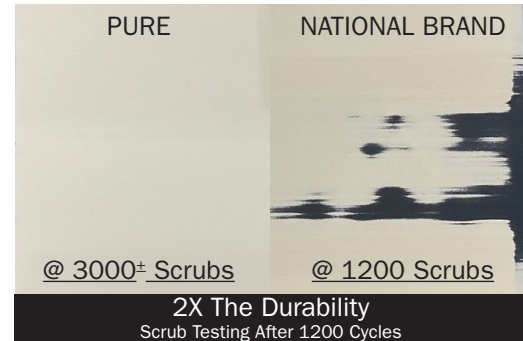
Customize home and work spaces with expressive, rich colors bringing life into form and function. Easy application and superior touch-up ensure trouble-free living.

Easy-Clean Technology™

What's this mean? PURE is formulated with a greater film build providing a more washable, durable surface. PURE protects walls from everyday wear and holds up to common household stains that easily wipe away, while resisting burnishing leaving your walls clean and looking new longer.

Looks Great, Feels Even Better

Social responsibility and sustainability stay front and center with PURE's proprietary formulation, free of solvents, odors and VOC's. A portion from each sale is given back to non-profits in YOUR communities.



TECHNICAL INFORMATION

APPLICATION INFORMATION

Drying Time at 77° F 50% R.H:

To Touch: 1 hour*

Recoat: 2 hours*

* Cooler temperatures and higher relative humidity will extend dry times

Recommended Spreading Rate:

400 sq. ft./Gal to achieve
4.0 mils WFT; 1.6 mils DFT

Solids Content:

Volume: 40% ± 4 Weight: 55% ± 4

BASES: MATTE - 255 SERIES · LO-SHEEN - 265 SERIES · EGGSHELL - 275 SERIES

EQUIPMENT RECOMMENDATIONS

Airless: Minimum .70 GPM, 2500 PSI, .017-.019" tip.

HVLP: Twin-stage turbine, 5-8 PSI, .051-.070 projector set.

Roller: ¼" - ¾" nap shed-resistant cover.

Brush: 100% nylon or synthetic blend.

SAFETY AND COMPLIANCE

VOC (EPA Method 24):

0 g/L 0 lbs./Gal

PRIMER RECOMMENDATIONS

New Work

Drywall: Appropriate BUILDER'S LEGACY Primer/Sealer or Surfacer.

Plaster/Masonry: GRIPCRETE Masonry/Plaster Primer, 166.

Wood: AQUA KOTE Enamel Undercoat, 231.

Galvanized Surfaces: AQUA KOTE Enamel Undercoat, 231, ACRYLIC DTM Primer/Finish, 338.

Steel Surfaces: METALGUARD QD Rust Inhibitive Primer, 330

Block: Appropriate GRIPCRETE Block Filler or Surfacer.

Repaint: Self-Priming (requires two coats).