

INSTALL INSTRUCTIONS

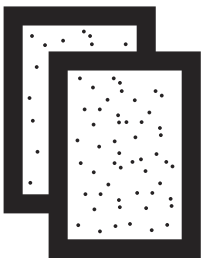


IMPORTANT TIPS

- Measure the space to be painted. Height x Width = Square Footage.
- IdeaPaint is formulated to provide coverage up to the indicated size on your kit. **DO NOT STRETCH PAINT**, as this will reduce product performance.
- IdeaPaint has a strong odor that dissipates within 24 hours. Install when occupants are not present.
- Prepare surface for smoothness. A level 5 finish is not required, but will produce optimal results.
- For best results, prepare surface for smoothness to at least a level 4 finish.
- The cure time for IdeaPaint is 7 days when installed in rooms that are maintained at temperatures at or above 60 degrees and below 85% relative humidity.
- **DO NOT INSTALL IdeaPaint AT TEMPERATURES BELOW 45 degrees.**
- IdeaPaint dries quickly. Use wet-on-wet technique and apply IdeaPaint in sections, each 3-ft wide by the entire height.
- Follow all safety precautions as outlined on the MSDS.
- For additional help tools go to ideapaint.com/help

STEP BY STEP INSTALL INSTRUCTIONS

01



PREP

Repair surface and sand completely smooth. Scuff glossy and non-porous surfaces with a medium grit sandpaper and wipe clean with a dry cloth. IdeaPaint will only be as smooth as the surface you paint (a skim coat may be necessary).

02



PRIME

Prime surface with IdeaPaint PRIMER, Kilz Premium, Sherwin Williams Multi-Purpose Primer, or another quality primer until existing color does not show through.

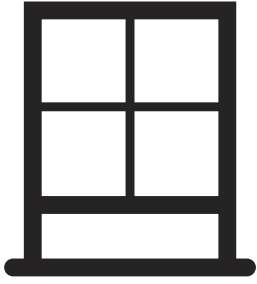
Allow primer to dry according to manufacturer's specifications prior to applying IdeaPaint.

After primer dries, sand smooth with 120 grit sandpaper to remove any debris that may have been collected during the priming process. Wipe with a clean, dry cloth.

03

VENTILATE

Open windows, doors and set HVAC system to 100% fresh air exhaust to ventilate the area and prevent permeating odor.



04

PROTECT

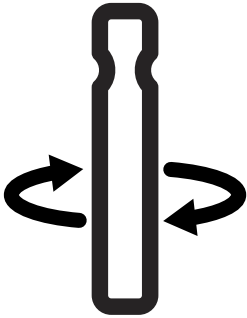
Follow safety precautions according to the IdeaPaint Material Safety Data Sheet found on ideapaint.com



05

MIX

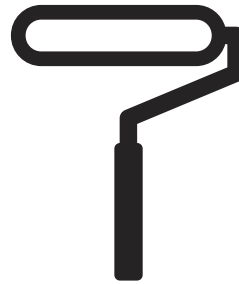
Pour THIS into THAT and stir. DO NOT mix more than 2 kits at one time. Once IdeaPaint is mixed, you have 1 HOUR to apply.



06

COAT

Cut in the edges with a 4" foam roller in each section as you proceed. Use a foam brush in corners if necessary. Fill in the first 2-3 footwide section using the included 9" roller. Back roll the section to avoid any roller marks and be sure to maintain a wet edge. Inspect each section for pinholes, speckled spots and debris as you go. Repair quickly and move on.

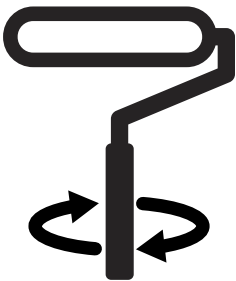


07

REPEAT

Work your way from one end to the other. REPEAT STEP 6 ON THE NEXT SECTION until the entire surface is covered.

Use the entire contents of the can. Do not reseal can with any residual coating inside.



08

WAIT

WAIT 7 DAYS for paint to initially cure. Hang the wet paint sign found on the last page and write in date of when it will be ready for use.

NOTE: Writing/Erasing Performance will continue to improve over the first 30 days post painting.



09



WRITE

Once initial 7 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. Test novelty dry erase inks in an inconspicuous area to assess erasing performance.

10



CLEAN

Remove marks with a clean, microfiber eraser cloth. IdeaPaint surfaces continue to cure over time. Remember to WAIT 7 DAYS for paint to cure. Writing and erasing performance will continuously improve through the curing period. Use a damp cloth or IdeaPaint CLEANER spray to remove any stubborn ink residue.



PUTDOWN 
MARKERS

AND NO ONE GETS HURT

DON'T WRITE
ON THIS WALL UNTIL

WRITE DATE ABOVE LINE.