



**SHOWCASE<sup>®</sup>**  
**Exterior 100% Acrylic**  
**Flat**  
**SH0010000 Series**

<u><b>CHARACTERISTICS</b></u>	<u><b>SPECIFICATIONS</b></u>	<u><b>SURFACE PREPARATION</b></u>												
<p><b>Showcase<sup>®</sup> Exterior Paint and Primer</b> with WeatherTuff Technology provides powerful protection against the elements with an advanced formula geared for extreme climates. The 100% Acrylic formula with enhanced UV protection provides a thicker coating for extra protection from cracking, peeling &amp; blistering.</p> <p>This <b>HGTV HOME by Sherwin-Williams</b> product provides a durable, mildew resistant coating for use on properly prepared exterior surfaces of wood, hardboard, aluminum siding, vinyl siding, masonry, brick, stucco, cement composition panels and metal. Not for use on floors.</p> <p><b>Color:</b> Most colors  <b>Coverage:</b> 250 - 400 sq ft/gal  @ 6.4-4 mils wet; 2.8-1.7 mils dry  <b>Drying Time, @ 50% RH:</b>  @ 35-45°F @ 45-90°F  Touch: 2 hour 1 hour  Recoat: 24-48 hours 4 hours  <small>Drying and recoat times are temperature, humidity, and film thickness dependent</small>  <b>Finish:</b> 0-5 units @ 85°  <b>Flash Point:</b> N/A  <b>Tinting with HydroChroma™ :</b>  <table border="0"> <tr> <td>Base</td> <td>oz/gal</td> <td>Strength</td> </tr> <tr> <td>Extra White</td> <td>0-6</td> <td>100%</td> </tr> <tr> <td>Deep Base</td> <td>10-12</td> <td>100%</td> </tr> <tr> <td>Ultradeep</td> <td>12-14</td> <td>100%</td> </tr> </table> <b>Vehicle Type:</b> Acrylic  <b>SH0010000</b>  <b>VOC (less exempt solvents):</b>  &lt;50 g/L; &lt;0.42 lb/gal  <small>As per 40 CFR 59.406 and SOR/2009-264, s.12</small>  <b>Volume Solids:</b> 44 ± 2%  <b>Weight Solids:</b> 58 ± 2%  <b>Weight per Gallon:</b> 11.42 lb</p> <p><b>Mildew Resistant</b>  This coating contains agents which inhibit the growth of mildew on the surface of this coating film.</p>	Base	oz/gal	Strength	Extra White	0-6	100%	Deep Base	10-12	100%	Ultradeep	12-14	100%	<p><b>Aluminum &amp; Aluminum Siding, Galvanized Steel, Steel, Vinyl Siding, Concrete Block, Wood, Plywood/Composition Board</b>  2 cts. Showcase<sup>®</sup> Exterior Paint &amp; Primer</p> <p><b>Brick, CMU, Cement Composition Sing/Panels, Stucco, Cement, Concrete</b>  1 ct. Of an appropriate primer or block filler  2 cts. Showcase<sup>®</sup> Exterior Paint &amp; Primer</p> <p><b>Wood (Cedar, Redwood)<sup>1</sup></b>  1 ct. Of an appropriate stain-blocking primer  2 cts. Showcase<sup>®</sup> Exterior Paint &amp; Primer</p> <p>1 Knots and some woods, such as redwood and cedar, contain a high amount of tannin, a colored wood extract. For best results on these woods, use a coat of stain-blocking primer.</p> <p>When repainting involves a drastic color change, a coat of primer will improve the hiding performance of the topcoat color.</p>	<p><b>WARNING!</b> Removal of old paint by sanding, scraping or other means may generate dust or fumes that contain lead. Exposure to lead dust or fumes may cause brain damage or other adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For more information, call the National Lead Information Center at 1-800-424-LEAD (in US) or contact your local health authority.</p> <p>Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Scrape and sand peeled or damaged paint to a sound surface. Sand glossy surfaces dull. Seal stains from water, smoke, ink, pencil, grease, etc. with the appropriate primer/sealer. Caulk around windows, doors, and other openings after spot priming bare surfaces with Showcase<sup>®</sup> Exterior Paint &amp; Primer</p> <p><b>Aluminum and Galvanized Steel</b>  Wash to remove any oil, grease, or other surface contamination. All corrosion must be removed with sandpaper, steel wool, or other abrading method.</p> <p><b>Cement Composition Siding/Panels</b>  Remove all dirt, dust, grease, oil, loose particles, laitance, foreign material, and peeling or defective coatings. Allow the surface to dry thoroughly. If the surface is new, test it for pH, if the pH is higher than 8, prime with an appropriate primer.</p> <p><b>Wood, Plywood, Composition Board</b>  Sand any exposed wood to a fresh surface. Patch all holes and imperfections with a wood filler or putty and sand smooth. All patched areas must be primed.</p>
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# SHOWCASE<sup>®</sup>

## Exterior 100% Acrylic Flat

### SH0010000 Series

#### SURFACE PREPARATION

##### **Masonry, Concrete, Cement, Block**

All new surfaces must be cured according to the supplier's recommendations—usually about 30 days. Remove all form release and curing agents. Rough surfaces can be filled to provide a smooth surface. If painting cannot wait 30 days, allow the surface to cure 7 days and prime the surface with an appropriate masonry primer. Cracks, voids, and other holes should be repaired with an elastomeric patch or sealant. For extremely porous surfaces, a coat of block filler may be required to achieve a pinhole free film.

##### **Steel**

Rust and mill scale must be removed using sandpaper, steel wool, or other abrading method. Bare steel must be primed the same day as cleaned.

##### **Stucco**

Remove any loose stucco, efflorescence, or laitance. Allow new stucco to cure at least 30 days before painting. If painting cannot wait 30 days, allow the surface to dry 5-7 days and prime with masonry primer. Repair cracks, voids, and other holes with an elastomeric patch or sealant.

##### **Vinyl**

Clean the surface thoroughly by scrubbing with warm, soapy water. Rinse thoroughly.

##### **Caulking**

Gaps between windows, doors, trim, and other through-wall openings can be filled with the appropriate caulk after priming the surface.

##### **Mildew**

Remove before painting by washing with a solution of 1 part liquid bleach and 3 parts water. Apply the solution and scrub the mildewed area. Allow the solution to remain on the surface for 10 minutes.

#### SURFACE PREPARATION

protective clothing. Quickly wash off any of the mixture that comes in contact with your skin. Do not add detergents or ammonia to the bleach/water solution.

#### APPLICATION

When the air temperature is at 35°F, substrates may be colder; prior to painting, check to be sure the **air, surface, and material temperature** are above 35°F and at least 5°F above the dew point. Avoid using if rain or snow is expected within 2-3 hours.

Do not apply at air or surface temperatures below 35°F or when air or surface temperatures may drop below 35°F within 48 hours.

No reduction necessary.

##### **Brush**

Use a nylon/polyester brush.

##### **Roller**

Use a 3/8" - 3/4" nap synthetic cover.

##### **Spray—Airless**

Pressure..... 2000 psi

Tip..... .015"-.019"

#### CLEANUP INFORMATION

Clean spills, spatters, hands and tools immediately after use with soap and warm water. After cleaning, flush spray equipment with mineral spirits to prevent rusting of the equipment.

Follow manufacturer's instructions when using mineral spirits.

Do not pour unused contents down the drain. Consult with local authorities for proper methods of disposal and recycling.

#### CAUTIONS

For exterior use only  
Protect from freezing.  
Non-photochemically reactive.

CAUTION contains CRYSTALLINE SILICA and ZINC. Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area. Adequate ventilation required when sanding or abrading the dried film. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. FIRST AID: In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. DELAYED EFFECTS FROM LONG TERM OVEREXPOSURE. Abrading or sanding of the dry film may release crystalline silica which has been shown to cause lung damage and cancer under long term exposure. WARNING: This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN.

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The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of The Sherwin-Williams Company. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your Sherwin-Williams representative to obtain the most recent Product Data Sheet.