



# SHOWCASE<sup>®</sup>

## Interior Latex Eggshell SH0023000 Series

### CHARACTERISTICS

**Showcase<sup>®</sup> Interior Paint & Primer** with ResiStain Technology features an exclusive cross-linking technology that forms a tough barrier that resists stains and makes it easier to wash clean. From the Precision Color Promise featuring designer-inspired colors with fade-resistant technology, to the effortless application and beautiful smooth to the touch appearance, Showcase<sup>®</sup> will give your home a gorgeous look and style that lasts.

This **HGTV HOME by Sherwin-Williams** product provides a durable, mildew resistant coating for use on properly prepared interior walls, trim and ceilings of previously painted or bare drywall, plaster, masonry, wood and primed metal.

**Color:** Most Colors

**Coverage:** 400 sq ft/gal

@ 4 mils wet; 1.6 mils dry

**Drying Time, @77°F, 50% RH:**

Touch: 1 Hour

Recoat: 2-4 hours

Drying and recoat times are temperature, humidity, and film thickness dependent

**Finish:** 10-20 units @ 85°

**Flash Point:** N/A

**Tinting with HydroChroma™ :**

Base	oz/gal	Strength
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High Reflective	0-6	100%
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Deep Base	10-12	100%
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Ultradeep	12-14	100%
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**Vehicle Type:** Styrene Acrylic

**SH0023000**

**VOC (less exempt solvents):**

<50 g/L; <0.42 lb/gal

As per 40 CFR 59.406 and SOR/2009-264, s.12

**Volume Solids:** 39 ± 2%

**Weight Solids:** 50 ± 2%

**Weight per Gallon:** 10.55lb

#### **Mildew Resistant**

This coating contains agents which inhibit the growth of mildew on the surface of this coating film.

### SPECIFICATIONS

#### **Drywall, Plaster**

2 cts. Showcase<sup>®</sup> Interior Paint & Primer

#### **Wood, Composition Board, Masonry, Block, Metal**

1 ct. Of an appropriate primer

2 cts. Showcase<sup>®</sup> Interior Paint & Primer

When repainting involves a drastic color change, a coat of primer will improve the hiding performance of the topcoat color.

### SURFACE PREPARATION

**WARNING!** 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.

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> paint.

#### **Drywall**

Fill cracks and holes with patching paste/spackle and sand smooth. Joint compounds must be cured and sanded smooth. Remove all sanding dust.

#### **Plaster**

Base plaster must be cured and hard. Textured, soft, porous, or powdery plaster should be treated with a solution of 1 pint household vinegar to 1 gallon water. Repeat until the surface is hard, rinse with clear water and allow to dry.

#### **Wood**

Sand any exposed wood to a fresh surface. Patch all holes and imperfections with a wood filler or putty and sand smooth.



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<u><b>SURFACE PREPARATION</b></u>	<u><b>SURFACE PREPARATION</b></u>	<u><b>CAUTIONS</b></u>
<p><b>Masonry, Concrete, Cement, Block</b>                      All new surfaces must be cured according to the suppliers 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 primer.</p> <p><b>Caulking</b>                      Gaps between windows, doors, trim, and other through-wall openings can be filled with the appropriate caulk after priming the surface.</p> <p><b>MAINTENANCE:</b>                      For touching-up, reduce the product by one pint per gallon with water. To ensure maximum washability and durability, wait at least 14 days before washing SHOW-CASE<sup>®</sup> coating. When removing stains, dirt and marks, use a soft cloth or sponge with water. Stubborn stains may require the use of a general purpose household cleaner for total removal. Do not use an abrasive cleaner or scrub brush to remove stains.</p>	<p><b>Mildew</b>                      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. Rinse thoroughly with water and allow the surface to dry before painting. Wear protective eyewear, waterproof gloves, and 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.</p> <p style="text-align: center;"><u><b>APPLICATION</b></u></p> <p>Apply at temperatures above 50°F.</p> <p>Thinning not required.</p> <p><b>Brush</b>                      Use a nylon/polyester brush.</p> <p><b>Roller</b>                      Use a 1/4" - 3/4" nap soft woven or synthetic roller is preferred.</p> <p><b>Spray—Airless</b>                      Pressure..... 2000 psi                      Tip ..... .015"- .019"</p> <p style="text-align: center;"><u><b>CLEANUP INFORMATION</b></u></p> <p>Clean spills, spatters, hands and tools immediately after use with soap and warm water. After cleaning, flush spray equipment with compliant clean up solvent to prevent rusting of the equipment.</p> <p>Follow manufacturer's safety recommendations when using solvents.</p> <p>Do not pour unused contents down the drain. Consult with local authorities for proper method of disposal and recycling.</p>	<p>For interior use only.                      Protect from freezing.                      Non-photochemically reactive.</p> <p style="text-align: center;">LABEL CAUTIONS</p> <p>CAUTION contains CRYSTALLINE SILICA. 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 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.</p> <p>HOTW 02/12/2015 SH0023000 24 47</p> <p>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.</p>