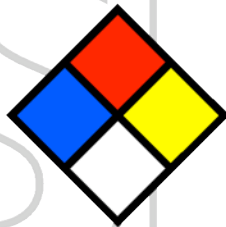


# MMSDS



## MATERIAL SAFETY DATA SHEET:

IdeaPaint™ CRE-8





## SPECIFICATION DATA

### 1. PRODUCT NAME

IdeaPaint™ CRE-8 Water-based Dry-Erase Coating

### 2. MANUFACTURER

IdeaPaint™  
 25 First Street  
 Cambridge, MA 02141  
 617.714.1062  
 617.714.1070 Fax  
 E-Mail: info@ideapaint.com  
 Web: www.ideapaint.com

### 3. PRODUCT DESCRIPTION

IdeaPaint™ CRE-8 is a patented 2-part water-based coating that creates a high performance dry-erase writing surface. IdeaPaint™ CRE-8 works using industry standard dry-erase markers and erasers. IdeaPaint™ CRE-8 will erase cleaner than all other available dry-erase surfaces.

#### **Basic Use:**

IdeaPaint™ CRE-8 is a creative low cost alternative for offices, schools, and homes to transform entire walls, or any smooth surface, into a dry-erase writing surface.

IdeaPaint™ CRE-8 is particularly effective in recoating old and worn out whiteboards and chalkboards.

#### **Composition and Materials:**

2-part, water-based coating.

IdeaPaint™ CRE-8 is available in 10 colors including white.

### 4. TECHNICAL DATA

#### **Physical Test Results**

| Name of the Test     | ASTM Method            | Result   |  |
|----------------------|------------------------|--|--|
| Suitable substrates  | none                   | Primed Whiteboard, chalkboard and drywall                            |  |
| VOC                  | EPA Method 24 or D3960 | 220 g/L Part A and B mixed, 147 g/L Part A only, Part B only 336 g/L |  |
| Coverage             |                        | 1 quart is 50-60 ft <sup>2</sup>                                     |  |
| Volume Calcs         |                        | 16.71 oz or 0.49 L Part A, 9.41 oz or 0.28 L Part B                  |  |
| Solids               |                        | Part A- 51%  |  |
| Density (Part A)     | D1475                  | 10.54 lbs/gal  |  |
| Density (mixed)      | D1475                  | Na   |  |
| Density Part B       | D1475                  | 9.06 lb/gal  |  |
| Density Secret Sauce | D1475                  | 8.37 ± 0.0085 lbs/gal  |  |
| Opacity/Hiding Power | D2805                  | 98%  |  |
| Sag Resistance       | D4400                  | 19 mils  |  |
| Flow and Leveling    | D2801                  | 2  |  |
| Crack Resistance     | D522                   | 37%  |  |
| Finish/Gloss         | D523                   | <b>Dry Wall Board</b><br>20° = 5.9<br>60° = 35.1                     | <b>Black Board A:</b><br>20° = 8.3<br>60° = 40.5 |

|                           |                                      |  |   |
|---------------------------|--------------------------------------|--|---|
| Scrub Resistance          | D2486                                | 7,587 Breakthrough at Cycles   |   |
| Stain Removal/Washability | D3450                                | >95%   |   |
| QUV                       | D4587                                | Status after 500 hours:<br><b><u>White Board</u></b><br><br>Brightness for White Board QUV = 94.72<br>DE = 2.13<br>Observation: Not as blue, acceptable; performance acceptable. | Status after 500 hours:<br><b><u>Aluminum Panel</u></b><br><br>Brightness for Aluminum Panel QUV =94.66<br>DE = 2.15<br>Observation: Not as blue, acceptable; performance acceptable. |
| Thermal                   | KCMA:<br>ANSI-A161.1-1995 Method 9.2 |  |   |
| Flashpoint (open cup)     | D92                                  | Seta Flash- Formula C (old formula) Part A 134 F, Part B 147 F CAS-MI, MSDS 168F<br>Formula C-4 open cup >140F 7/17/09, closed cup >200 F<br>SS closed cup >140 F, >200 F        |   |
| Flammability Limit        | E681                                 | Lower Flammability Limit:<br>Upper Flammability Limit:   |   |
| Fire Rating               | E84                                  | Flame 5 , Smoke 5 or Class 1 or Class A  |   |
| C1350                     | E84                                  | Passed   |   |

**Performance Data:**

**Performance Summary**

| Rank Order | Sample                         |
|------------|--------------------------------|
| 1          | IdeaPaint Pro, IdeaPaint CRE-8 |
| 2          | Porcelain Whiteboard           |
| 3          | ClearPoint                     |
| 4          | Dry-erase, EZ-Rite, Just-Rite  |
| 5          | Better Quality Whiteboard      |
| 6          | Good Quality Whiteboard        |
| 7          | Economy Whiteboard             |

Tested for ghosting, etching, and leave behind using low odor and regular odor dry-erase markers according to product manufacturer's specifications.

**5. INSTALLATION**

**Preparation:**

**IMPORTANT!** The IdeaPaint™ **CRE-8** surface will be only as smooth as the surface it covers. **PREP & SMOOTH SURFACE CAREFULLY!**

Repair damaged areas by filling voids with spackle. Sand smooth any repaired or textured surfaces. Scuff glossy and non-porous surfaces using a medium grit sandpaper. Being a high gloss coating, imperfections and visible seams will telegraph.

Clean any dirty surfaces and remove dust using a clean dry cloth, or rubbing / denatured alcohol if needed. **DO NOT CLEAN SURFACE WITH WATER**, as moisture will cause the paint to cure prematurely, thus altering its performance.

Prime surface until the color of the existing surface does not show through. Use non-tinted Kilz 2 Latex Primer. Allow primer to dry according to manufacturer's recommendations.

Refer to IdeaPaint™ **CRE-8** installation manual for additional information on required tools and installation requirements.

***Application:***

For best results paint in a clean, dustless environment.

Maintain ambient temperature within building at not less than 68 deg F minimum and 85 deg F maximum 72 hours prior to beginning of installation.

Provide 100% outside air ventilation of application areas to minimize odors in building.

Paint surface in approximately 2 foot wide sections by working from one end to the other. Only cut in edges of one section at a time. Complete each section before moving on. Maintain a wet edge to avoid lap marks.

Apply heavy single coat ONLY.

Apply with provided ICI Ultra 3000 3/16-inch nap roller covers or Whizz or ROLLERFoam™ brand foam roller covers ONLY.

Remove masking tape within 1 hour of painting.

Clean equipment with soap and water or acetone.

IdeaPaint™ **CRE-8** must cure for 1 week, at room temperature, prior to use.

IdeaPaint™ **CRE-8** may be recoated if damaged or due to wear and tear. The original surface must be deglossed by sanding surface and priming before recoating with IdeaPaint™.

***Limitations:***

Product must be applied with indicated roller covers.

Once mixed, product pot life is 1-hour. Paint dries quickly and CAN NOT be re-rolled until dry to the touch.

***Precautions:***

Follow safety precautions according to the IdeaPaint™ **CRE-8** Material Safety Data Sheet.

Avoid airflow over fresh coating that may contain dust or other contaminants.

**6. AVAILABILITY AND COST**

***Availability:***

Contact manufacturer for local IdeaPaint™ representative.

IdeaPaint™ **CRE-8** is available in 50 SF kits and 25 SF kits.

IdeaPaint™ **CRE-8** can only be applied in 1 Coat.

**Cost:** Contact Manufacturer for current pricing.

**7. WARRANTY**

Materials: 5 years.

## **8. MAINTENANCE**

Daily erasure and cleaning should be done with a standard dry-erase eraser or a dry cloth. For periodic and more thorough cleaning, a damp cloth may be used.

## **9. TECHNICAL SERVICES**

IdeaPaint™ offers the following technical resources:

- \$ Technical data sheets
- \$ MSDS sheets
- \$ CSI 3-part specification in Word, WordPerfect, and PDF.
- \$ Application guide

## **10. ADDITIONAL INFORMATION**

Website: [www.ideapaint.com](http://www.ideapaint.com)  
[www.4specs.com](http://www.4specs.com)

# Material Safety Data Sheet

IdeaPaint CRE-8 That, IdeaPaint WB Part A, IdeaPaint CRE-8 That-light grey, IdeaPaint CRE-8 That- white sand, IdeaPaint CRE-8 That-off white, IdeaPaint CRE-8 That- light beige

## Manufacturer Information

### Manufacturer Information

IdeaPaint, Inc.  
25 First Street  
Suite 100  
Cambridge, MA 02141

Phone: 617.714.1050  
Fax: 617.714.1070  
Emergency # Chemtrec 800.424.9300  
Contact if leak, spill, fire, or exposure during transportation

### Date Prepared:

7-30-09

## Hazardous Composition

| CAS #         | Component                                | Percent   |
|---------------|--|-----------|
| 7732-18-5     | Water                                    | 39-59     |
| 13463-67-7    | Titanium dioxide                         | 15-25     |
| Trade Secret  | Component A1                             | 15-25     |
| 71-36-3       | n-Butyl alcohol                          | 3-8       |
| 7631-86-9     | Silica, amorphous                        | 2-7       |
| 21645-51-2    | Aluminum hydroxide                       | 1-5       |
| Trade Secret  | Component A2                             | 1-5       |
| Trade Secret  | Component A3                             | 1-5       |
| Not Available | Alkylarylalkoxylate                      | 0.5-0.65  |
| Not Available | Ester/Styrene Maleic Anhydride Copolymer | 0.3-0.8   |
| Trade Secret  | Component A4                             | 0.2-0.7   |
| 100-42-5      | Styrene                                  | 0.1-0.6   |
| 107-21-1      | Ethylene glycol                          | 0.1-0.6   |
| 10605-21-7    | Methyl-2-benzimidazole carbamate         | 0.1-0.6   |
| 1332-58-7     | Kaolin                                   | 0.1-0.6   |
| 126-86-3      | 5-Decyne-4,7-diol, 2,4,7,9-tetramethyl-  | 0.1-0.6   |
| Trade Secret  | Component A5                             | 0.05-0.1  |
| Trade Secret  | Component A6                             | 0.05-0.1  |
| 55406-53-6    | 3-Iodo-2-propynyl butylcarbamate         | 0.05-0.1  |
| 77-58-7       | Dibutyltin dilaurate                     | 0.05-0.1  |
| Trade Secret  | Component A7                             | 0.02-0.07 |
| 111-76-2      | 2-Butoxyethanol                          | 0.01-0.06 |
| Trade Secret  | Yellow Oxide                             | 0-0.8     |
| Trade Secret  | Lampblack                                | 0-0.08    |
| Trade Secret  | Red Oxide                                | 0-0.06    |

### Component Exposure Limits

#### Titanium dioxide (13463-67-7)

ACGIH: 10 mg/m<sup>3</sup> TWA  
OSHA: 10 mg/m<sup>3</sup> TWA (total dust)

#### n-Butyl alcohol (71-36-3)

ACGIH: 20 ppm TWA  
OSHA: 50 ppm Ceiling; 150 mg/m<sup>3</sup> Ceiling  
Prevent or reduce skin absorption  
NIOSH: 50 ppm Ceiling; 150 mg/m<sup>3</sup> Ceiling  
Potential for dermal absorption

# Material Safety Data Sheet

IdeaPaint CRE-8 That, IdeaPaint WB Part A, IdeaPaint CRE-8 That-light grey, IdeaPaint CRE-8 That- white sand, IdeaPaint CRE-8 That-off white, IdeaPaint CRE-8 That- light beige

## Silica, amorphous (7631-86-9)

NIOSH: 6 mg/m3 TWA

## Ethylene glycol (107-21-1)

ACGIH: 100 mg/m3 Ceiling (aerosol only)  
OSHA: 50 ppm Ceiling; 125 mg/m3 Ceiling

## Styrene (100-42-5)

ACGIH: 20 ppm TWA  
40 ppm STEL  
OSHA: 50 ppm TWA; 215 mg/m3 TWA  
100 ppm STEL; 425 mg/m3 STEL  
NIOSH: 50 ppm TWA; 215 mg/m3 TWA  
100 ppm STEL; 425 mg/m3 STEL

## Kaolin (1332-58-7)

ACGIH: 2 mg/m3 TWA (respirable fraction, particulate matter containing no asbestos and <1% crystalline silica)  
OSHA: 10 mg/m3 TWA (total dust); 5 mg/m3 TWA (respirable fraction)  
NIOSH: 10 mg/m3 TWA (total dust); 5 mg/m3 TWA (respirable dust)

## 2-Butoxyethanol (111-76-2)

ACGIH: 20 ppm TWA  
OSHA: 25 ppm TWA; 120 mg/m3 TWA  
Prevent or reduce skin absorption  
NIOSH: 5 ppm TWA; 24 mg/m3 TWA  
Potential for dermal absorption

## Physical/Chemical Properties

|  |                   |  |                      |
|--|-------------------|--|----------------------|
| <b>Appearance:</b>                     | Off-white liquid  | <b>Odor:</b>                           | Slight sweet         |
| <b>Physical State:</b>                 | Liquid            | <b>pH:</b>                             | 7.6-7.8              |
| <b>Vapor Pressure:</b>                 | N/A               | <b>Vapor Density:</b>                  | Heavier than air     |
| <b>Boiling Point:</b>                  | N/A               | <b>Melting Point:</b>                  | N/A                  |
| <b>Solubility (H2O):</b>               | Not soluble       | <b>Specific Gravity:</b>               | 1.27 or 10.54 lb/gal |
| <b>Evaporation Rate:</b>               | Slower than ether | <b>VOC:</b>                            | 147 +/- 8            |
| <b>Octanol/H2O Coeff.:</b>             | N/A               | <b>Flash Point:</b>                    | 142°F                |
| <b>Flash Point Method:</b>             | Closed Cup        | <b>Upper Flammability Limit (UFL):</b> | ND                   |
| <b>Lower Flammability Limit (LFL):</b> | ND                | <b>Burning Rate:</b>                   | ND                   |
| <b>Auto Ignition:</b>                  | ND                |  |                      |

## Fire and Explosion

**Flash Point:** 142°F  
**Upper Flammable Limit (UFL):** ND  
**Auto Ignition:** ND  
**Rate of Burning:** ND

**Method Used:** Closed Cup  
**Lower Flammable Limit (LFL):** ND  
**Flammability Classification:**

## Extinguishing Media:

Use any media suitable for the surrounding fires.

# Material Safety Data Sheet

IdeaPaint CRE-8 That, IdeaPaint WB Part A, IdeaPaint CRE-8 That-light grey, IdeaPaint CRE-8 That- white sand, IdeaPaint CRE-8 That-off white, IdeaPaint CRE-8 That- light beige

## Special Fire Fighting Procedures:

Firefighters should wear full protective clothing including self contained breathing apparatus.

## Unusual Fire and Explosion Hazards:

None

## Reactivity Data

### Stability:

Stable under normal conditions.

### Hazardous Decomposition:

Not Determined

### Incompatibility:

Not Determined

### Hazardous Polymerization:

Will not occur.

### Conditions To Avoid:

Not Determined

## Health Hazard Data

### Routes of Entry:

Eye, skin and respiratory contact.

### Acute Skin Contact:

May cause irritation.

### Chronic Skin Contact:

Not Determined

### Acute Eye Contact:

Contact can cause moderate to severe irritation and possible injury to the eyes.

### Acute Ingestion:

This product may be harmful if it is swallowed.

### Carcinogenicity:

#### A: General Product Information

No information available for the product.

#### B: Component Carcinogenicity

##### Titanium dioxide (13463-67-7)

ACGIH: A4 - Not Classifiable as a Human Carcinogen

NIOSH: potential occupational carcinogen

IARC: Monograph 93 [in preparation]; Monograph 47 [1989] (Group 2B (possibly carcinogenic to humans))

##### Silica, amorphous (7631-86-9)

IARC: Monograph 68 [1997]; Supplement 7 [1987] (Group 3 (not classifiable))

##### Ethylene glycol (107-21-1)

ACGIH: A4 - Not Classifiable as a Human Carcinogen

##### Styrene (100-42-5)

ACGIH: A4 - Not Classifiable as a Human Carcinogen

IARC: Monograph 82 [2002]; Monograph 60 [1994] (Group 2B (possibly carcinogenic to humans))

# Material Safety Data Sheet

IdeaPaint CRE-8 That, IdeaPaint WB Part A, IdeaPaint CRE-8 That-light grey, IdeaPaint CRE-8 That- white sand, IdeaPaint CRE-8 That-off white, IdeaPaint CRE-8 That- light beige

## **Kaolin (1332-58-7)**

ACGIH: A4 - Not Classifiable as a Human Carcinogen

## **2-Butoxyethanol (111-76-2)**

ACGIH: A3 - Confirmed Animal Carcinogen with Unknown Relevance to Humans

IARC: Monograph 88 [2006] (Group 3 (not classifiable))

## **Medical Conditions Aggravated by Exposure:**

Not Determined

## **EMERGENCY & FIRST AID PROCEDURES**

### **Ingestion:**

If the material is swallowed, get immediate medical attention or advice -- Do not induce vomiting.

### **Inhalation:**

If the affected person is not breathing, apply artificial respiration.

### **Skin Contact:**

For skin contact, flush with large amounts of water. If irritation persists, get medical attention.

### **Eye Contact:**

In case of contact with eyes, rinse immediately with plenty of water and seek medical advice.

### **Respiratory:**

If the affected person is not breathing, apply artificial respiration.

## **Precautions for Safe Handling and Use**

### **Steps to taken in case of release or spill:**

Isolate area. Keep unnecessary personnel away. Eliminate all sources of ignition or flammables that may come into contact with a spill of this material. Absorb spill with inert material. Shovel material into appropriate container for disposal.

### **Waste Disposal Method:**

Avoid contact with skin and eyes. Wear appropriate personal protective equipment. Follow all Local, State, Federal and Provincial regulations for disposal.

### **Handling and Storage**

Use this product with adequate ventilation. Avoid contact with skin and eyes. Keep the container in a well-ventilated place. Eliminate all sources of ignition.

### **Transportation Information:**

Not Regulated

### **US DOT Information**

**Shipping Name:** Water based paint-Not Regulated

## **Control Measures**

### **Respiratory:**

Respiratory protection; not normally required for ambient air concentrations not exceeding the Occupational Exposure Limit.

### **Monitoring:**

Not Applicable

### **Medical Surveillance:**

Not Applicable

### **Skin:**

Wear impervious gloves for prolonged contact.

### **Eyes:**

Wear safety glasses; chemical goggles (if splashing is possible).

# Material Safety Data Sheet

IdeaPaint CRE-8 That, IdeaPaint WB Part A, IdeaPaint CRE-8 That-light grey, IdeaPaint CRE-8 That- white sand, IdeaPaint CRE-8 That-off white, IdeaPaint CRE-8 That- light beige

## Ventilation Controls

Use general ventilation and use local exhaust, where possible, in confined or enclosed spaces.

|                           |
|---------------------------|
| <b>Other Information:</b> |
|---------------------------|

## Additional Information

The information herein is presented in good faith and believed to be accurate as of the effective date given. However, no warranty, expressed or implied, is given. It is the buyer's responsibility to ensure that its activities comply with Federal, State or provincial, and local laws.

# Material Safety Data Sheet

IdeaPaint CRE-8 This, IdeaPaint WB Part B

## Manufacturer Information

### Manufacturer Information

IdeaPaint, Inc.  
25 First Street  
Suite 100  
Cambridge, MA 02141

Phone: 617.714.1050  
Fax: 617.714.1070  
Emergency # Chemtrec 800.424.9300  
Contact if leak, spill, fire, or exposure during transportation

### Date Prepared:

7-30-09

## Hazardous Composition

| CAS #      | Component  | Percent |
|------------|--|---------|
| 28182-81-2 | Hexamethylene diisocyanate homopolymer                                       | <50     |
| 4435-53-4  | Butoxyl  | 30      |
| 53880-05-0 | Cyclohexane, 5-isocyanato-1-(isocyanatomethyl)-1,3,3-trimethyl-, homopolymer | <20     |
| 9046-01-9  | Tridecyl alcohol, ethoxylated, phosphated                                    | <7      |
| 98-94-2    | N,N-Dimethylcyclohexylamine  | <2      |
| 4098-71-9  | Isophoronediiisocyanate  | <0.5    |
| 822-06-0   | Hexamethylene diisocyanate   | <0.5    |

### Component Exposure Limits

#### Isophoronediiisocyanate (4098-71-9)

ACGIH: 0.005 ppm TWA  
OSHA: 0.005 ppm TWA  
0.02 ppm STEL  
Prevent or reduce skin absorption  
NIOSH: 0.005 ppm TWA; 0.045 mg/m3 TWA  
0.02 ppm STEL; 0.180 mg/m3 STEL  
Potential for dermal absorption

#### Hexamethylene diisocyanate (822-06-0)

ACGIH: 0.005 ppm TWA  
NIOSH: 0.005 ppm TWA; 0.035 mg/m3 TWA  
0.020 ppm Ceiling (10 min); 0.140 mg/m3 Ceiling (10 min)

## Physical/Chemical Properties

**Appearance:** Clear, pale yellow liquid  
**Physical State:** Liquid  
**Vapor Pressure:** N/A  
**Boiling Point:** N/A  
**Solubility (H2O):** Not soluble  
**Evaporation Rate:** Slower than ether  
**Octanol/H2O Coeff.:** N/A  
**Flash Point Method:** Closed Cup

**Lower Flammability Limit (LFL):** ND  
**Auto Ignition:** ND

**Odor:** Slight sweet  
**pH:** N/A  
**Vapor Density:** Heavier than air  
**Melting Point:** N/A  
**Specific Gravity:** 1.09 or 9.06 lb/gal  
**VOC:** 332 +/- 2  
**Flash Point:** 168°F  
**Upper Flammability Limit (UFL):** ND  
**Burning Rate:** ND

# Material Safety Data Sheet

IdeaPaint CRE-8 This, IdeaPaint WB Part B

## Fire and Explosion

**Flash Point:** 168°F  
**Upper Flammable Limit (UFL):** ND  
**Auto Ignition:** ND  
**Rate of Burning:** ND

**Method Used:** Closed Cup  
**Lower Flammable Limit (LFL):** ND  
**Flammability Classification:**

### Extinguishing Media:

Use any media suitable for the surrounding fires.

### Special Fire Fighting Procedures:

Firefighters should wear full protective clothing including self contained breathing apparatus.

### Unusual Fire and Explosion Hazards:

None

## Reactivity Data

### Stability:

Stable under normal conditions.

### Hazardous Decomposition:

Not Determined

### Incompatibility:

Not Determined

### Hazardous Polymerization:

Will not occur.

### Conditions To Avoid:

Not Determined

## Health Hazard Data

### Routes of Entry:

Eye, skin and respiratory contact.

### Acute Skin Contact:

May cause irritation.

### Chronic Skin Contact:

Not Determined

### Acute Eye Contact:

Contact can cause moderate to severe irritation and possible injury to the eyes.

### Acute Ingestion:

This product may be harmful if it is swallowed.

### Carcinogenicity:

#### A: General Product Information

No information available for the product.

#### B: Component Carcinogenicity

None of this product's components are listed by ACGIH, IARC, OSHA, NIOSH, or NTP.

### Medical Conditions Aggravated by Exposure:

Not Determined

## EMERGENCY & FIRST AID PROCEDURES

### Ingestion:

If the material is swallowed, get immediate medical attention or advice -- Do not induce vomiting.

### Inhalation:

If the affected person is not breathing, apply artificial respiration.

# Material Safety Data Sheet

IdeaPaint CRE-8 This, IdeaPaint WB Part B

## Skin Contact:

For skin contact, flush with large amounts of water. If irritation persists, get medical attention.

## Eye Contact:

In case of contact with eyes, rinse immediately with plenty of water and seek medical advice.

## Respiratory:

If the affected person is not breathing, apply artificial respiration.

## Precautions for Safe Handling and Use

### Steps to taken in case of release or spill:

Isolate area. Keep unnecessary personnel away.

### Waste Disposal Method:

Avoid contact with skin and eyes. Wear appropriate personal protective equipment. Follow all Local, State, Federal and Provincial regulations for disposal.

### Handling and Storage

Use this product with adequate ventilation. Avoid contact with skin and eyes. Keep the container in a well-ventilated place.

### Transportation Information:

Not Regulated

### US DOT Information

Shipping Name: Not Regulated

## Control Measures

### Respiratory:

Respiratory protection; not normally required for ambient air concentrations not exceeding the Occupational Exposure Limit.

### Monitoring:

Not Applicable

### Medical Surveillance:

Not Applicable

### Skin:

Wear impervious gloves for prolonged contact.

### Eyes:

Wear safety glasses; chemical goggles (if splashing is possible).

### Ventilation Controls

Use general ventilation and use local exhaust, where possible, in confined or enclosed spaces.

## Other Information:

### Additional Information

The information herein is presented in good faith and believed to be accurate as of the effective date given. However, no warranty, expressed or implied, is given. It is the buyer's responsibility to ensure that its activities comply with Federal, State or provincial, and local laws.