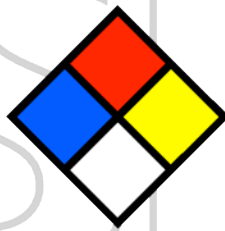


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MATERIAL SAFETY DATA SHEET:

IdeaPaint™ PRO



SPECIFICATION DATA



1. PRODUCT NAME

IdeaPaint™ PRO Dry-Erase Coating

2. MANUFACTURER

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

3. PRODUCT DESCRIPTION

IdeaPaint™ PRO is a patented urethane coating that creates a high performance dry-erase writing surface. IdeaPaint™ works using industry standard dry-erase markers and erasers. IdeaPaint™ PRO will erase cleaner than all other available dry-erase surfaces.

Basic Use:

IdeaPaint™ PRO 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™ PRO is particularly effective in recoating old and worn out whiteboards and chalkboards.

Composition and Materials:

2-part, solvent based coating.

4. TECHNICAL DATA

Physical Test Result

Name of the Test	ASTM Method	Result		
Suitable substrates	NA	Primed Whiteboard, chalkboard, and drywall		
VOC	EPA Method 24 or D3960	325 g/L		
Coverage		1 quart is 50 ft ²		
Density	D1475	10.37 lb/gal		
Opacity/Hiding Power	D2805	96%		
Sag Resistance	D4400	8		
Flow and Leveling	D2801	10		
Crack Resistance	D522	21%		
Finish/Gloss	D523	Metal Panel A: 20° = 79.2 60° = 92.5 Metal Panel B: 20° = 81.6 60° = 93.5	White Board A: 20° = 26.5 60° = 73.3 White Board B: 20° = 39.1 60° = 81.4	Black Board A: 20° = 46.3 60° = 78.4 Black Board B: 20° = 59.2 60° = 84.8
Scrub Resistance	D2486	Breakthrough at 15,600 Cycles		
Stain Removal/Washability	D3450	99.55%		
QUV	D4587	Status after 500 hours: White Board Brightness for White Board QUV = 91.44 DE = 2.01 Observation: Not as blue, acceptable	Status after 500 hours: Black Board Brightness for Black Board QUV = 91.73 DE = 1.86 Observation: Not as blue, acceptable	
Thermal	KCMA:	26 cycle no cracking observed		

	ANSI-A161.1-1995 Method 9.2	
Flashpoint (open cup)	D92	170° Celsius
Flammability Limit	E681	Lower Flammability Limit: 1.69% at 100°C Upper Flammability Limit: >9.44% at 100°C
Fire Rating	E84	Class A (Class I) Flame Spread: 5, Smoke Developed: 0

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™ **PRO** 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 light sandpaper.

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 PVA Interior Latex Primer. Allow primer to dry according to manufacturer's recommendations.

Refer to IdeaPaint™ **PRO** 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 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 single coat **ONLY**.

Apply with provided ROLLERFoam™ brand foam roller covers **ONLY**.

Remove masking tape within 1 hour of painting.

Clean equipment with acetone or denatured alcohol.

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

IdeaPaint™ **PRO** 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 RollerFoam™ roller covers.

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

Precautions:

Follow safety precautions according to the IdeaPaint™ **PRO** 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™ **PRO** is available in quarts covering approximately 50 SF.

IdeaPaint™ **PRO** can only be applied in 1 Coat.

Cost: Contact Manufacturer for current pricing.

7. WARRANTY

Materials: 10 year limited warranty.

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
www.4specs.com

Material Safety Data Sheet

Ideapaint-Part A, ideapaint Pro This

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
13463-67-7	Titanium dioxide	34-44
Trade Secret	Component A	25-35
123-86-4	n-Butyl acetate	14-25
7732-18-5	Water	10-20
1330-20-7	Xylenes (o-, m-, p- isomers)	0-10
7631-86-9	Silica, amorphous	0-9
21645-51-2	Aluminum hydroxide	0-9
110-12-3	Methyl isoamyl ketone	0-8
79-09-4	Propionic acid	0-7
100-41-4	Ethyl benzene	0-6
8052-41-3	Stoddard solvent	0-5
122-99-6	Ethylene glycol monophenyl ether	0-1
7397-62-8	Butyl glycolate	0-1
111-76-2	2-Butoxyethanol	0-1
77-58-7	Dibutyltin dilaurate	0-1
14808-60-7	Quartz	0-1
548-62-9	C.I. Basic violet 1	0-1

Component Related Regulatory Information

This product may be regulated, have exposure limits or other information identified as the following: Titanium compounds, Butyl acetates, Flammable substances meeting the definition of risk phrase R10, Volatile organic compounds, Benzene compounds, Alkyl benzene, Aluminium oxides, Aluminium compounds, C9 through C18 Aliphatic hydrocarbons, Glycol ethers, Alcohols, n.o.s., Silica, crystalline (general form).

Component Exposure Limits

Titanium dioxide

ACGIH: 10 mg/m³ TWA
OSHA: 10 mg/m³ TWA (total dust)

n-Butyl acetate

ACGIH: 150 ppm TWA
200 ppm STEL
OSHA: 150 ppm TWA; 710 mg/m³ TWA
200 ppm STEL; 950 mg/m³ STEL
NIOSH: 150 ppm TWA; 710 mg/m³ TWA
200 ppm STEL; 950 mg/m³ STEL

Material Safety Data Sheet

Ideapaint-Part A, ideapaint Pro This

Xylenes (o-, m-, p- isomers)

ACGIH: 100 ppm TWA
150 ppm STEL
OSHA: 100 ppm TWA; 435 mg/m³ TWA
150 ppm STEL; 655 mg/m³ STEL

Silica, amorphous

NIOSH: 6 mg/m³ TWA

Methyl isoamyl ketone

ACGIH: 50 ppm TWA
OSHA: 50 ppm TWA; 240 mg/m³ TWA
NIOSH: 50 ppm TWA; 240 mg/m³ TWA

Propionic acid (79-09-4)

ACGIH: 10 ppm TWA
OSHA: 10 ppm TWA; 30 mg/m³ TWA
NIOSH: 10 ppm TWA; 30 mg/m³ TWA
15 ppm STEL; 45 mg/m³ STEL

Ethyl benzene

ACGIH: 100 ppm TWA
125 ppm STEL
OSHA: 100 ppm TWA; 435 mg/m³ TWA
125 ppm STEL; 545 mg/m³ STEL
NIOSH: 100 ppm TWA; 435 mg/m³ TWA
125 ppm STEL; 545 mg/m³ STEL

Stoddard solvent

ACGIH: 100 ppm TWA
OSHA: 100 ppm TWA; 525 mg/m³ TWA
NIOSH: 350 mg/m³ TWA
1800 mg/m³ Ceiling (15 min)

2-Butoxyethanol

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

Quartz

ACGIH: 0.025 mg/m³ TWA (respirable fraction)
OSHA: 0.1 mg/m³ TWA (respirable dust)
NIOSH: 0.05 mg/m³ TWA (respirable dust)

Physical/Chemical Properties

Material Safety Data Sheet

Ideapaint-Part A, ideapaint Pro This

Appearance:	Off-white liquid	Odor:	Strong sweet
Physical State:	Liquid	pH:	6-9
Vapor Pressure:	N/A	Vapor Density:	Heavier than air
Boiling Point:	N/A	Melting Point:	N/A
Solubility (H2O):	Not soluble	Specific Gravity:	1.20-1.32
Evaporation Rate:	Slower than ether	VOC:	320 g/L or 2.77 lbs/gal
Octanol/H2O Coeff.:	N/A	Flash Point:	80°F
Flash Point Method:	Setaflash	Upper Flammability Limit (UFL):	ND
Lower Flammability Limit (LFL):	ND	Burning Rate:	ND
Auto Ignition:	ND		

Fire and Explosion

Flash Point: 80°F
Upper Flammable Limit (UFL): ND
Auto Ignition: ND
Rate of Burning: ND

Method Used: Setaflash
Lower Flammable Limit (LFL): ND
Flammability Classification: ND

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.

Material Safety Data Sheet

Ideapaint-Part A, ideapaint Pro This

Carcinogenicity:

A: General Product Information

No information available for the product.

B: Component Carcinogenicity

Titanium dioxide

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))

Xylenes (o-, m-, p- isomers)

ACGIH: A4 - Not Classifiable as a Human Carcinogen

IARC: Monograph 71 [1999], Monograph 47 [1989] (Group 3 (not classifiable))

Silica, amorphous

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

Ethyl benzene

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

IARC: Monograph 77 [2000] (Group 2B (possibly carcinogenic to humans))

2-Butoxyethanol

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

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

Quartz

ACGIH: A2 - Suspected Human Carcinogen

NIOSH: potential occupational carcinogen

NTP: Known Human Carcinogen (Select Carcinogen)

IARC: Monograph 68 [1997] (listed under Crystalline silica inhaled in the form of quartz or cristobalite from occupational sources) (Group 1 (carcinogenic to humans))

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.

Material Safety Data Sheet

Ideapaint-Part A, ideapaint Pro This

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:

Packaging Volume: 12.48 oz or 0.37L

Ground Shipment:

Shipping Name: Consumer Commodity – ORM-D

Air Shipment:

Shipping Name: Flammable liquids, n.o.s.

UN/NA #: 1993 **Hazard Class:** 3 **Packing Group:** III

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:

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-Part B, ideapaint Pro This

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	60-100
123-86-4	n-Butyl acetate	10-20
1330-20-7	Xylenes (o-, m-, p- isomers)	7-13
100-41-4	Ethyl benzene	<2
822-06-0	Hexamethylene diisocyanate	<0.6

Component Related Regulatory Information

This product may be regulated, have exposure limits or other information identified as the following: Butyl acetates, Flammable substances meeting the definition of risk phrase R10, Volatile organic compounds, Benzene compounds, Alkyl benzene.

Component Exposure Limits

n-Butyl acetate

ACGIH: 150 ppm TWA
200 ppm STEL
OSHA: 150 ppm TWA; 710 mg/m³ TWA
200 ppm STEL; 950 mg/m³ STEL
NIOSH: 150 ppm TWA; 710 mg/m³ TWA
200 ppm STEL; 950 mg/m³ STEL

Xylenes (o-, m-, p- isomers)

ACGIH: 100 ppm TWA
150 ppm STEL
OSHA: 100 ppm TWA; 435 mg/m³ TWA
150 ppm STEL; 655 mg/m³ STEL

Ethyl benzene

ACGIH: 100 ppm TWA
125 ppm STEL
OSHA: 100 ppm TWA; 435 mg/m³ TWA
125 ppm STEL; 545 mg/m³ STEL
NIOSH: 100 ppm TWA; 435 mg/m³ TWA
125 ppm STEL; 545 mg/m³ STEL

Hexamethylene diisocyanate

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

Material Safety Data Sheet

Ideapaint-Part B, ideapaint Pro This

Appearance:	Clear, pale yellow liquid	Odor:	Strong sweet
Physical State:	Liquid	pH:	6-9
Vapor Pressure:	N/A	Vapor Density:	Heavier than air
Boiling Point:	N/A	Melting Point:	N/A
Solubility (H2O):	Not soluble	Specific Gravity:	1.20-1.32
Evaporation Rate:	Slower than ether	VOC:	N/A
Octanol/H2O Coeff.:	N/A	Flash Point:	91°F
Flash Point Method:	Setaflash	Upper Flammability Limit (UFL):	ND
Lower Flammability Limit (LFL):	ND	Burning Rate:	ND
Auto Ignition:	ND		

Fire and Explosion

Flash Point: 91°F
Upper Flammable Limit (UFL): ND
Auto Ignition: ND
Rate of Burning: ND

Method Used: Setaflash
Lower Flammable Limit (LFL): ND
Flammability Classification: ND

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.

Material Safety Data Sheet

Ideapaint-Part B, ideapaint Pro This

Carcinogenicity:

A: General Product Information

No information available for the product.

B: Component Carcinogenicity

Xylenes (o-, m-, p- isomers)

ACGIH: A4 - Not Classifiable as a Human Carcinogen

IARC: Monograph 71 [1999], Monograph 47 [1989] (Group 3 (not classifiable))

Ethyl benzene

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

IARC: Monograph 77 [2000] (Group 2B (possibly carcinogenic to humans))

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:

Packaging Volume: 12.05 oz or 0.36 L

Ground Shipment:

Shipping Name: Consumer Commodity – ORM-D

Air Shipment:

Shipping Name: Flammable liquids, n.o.s.

UN/NA #: 1993 **Hazard Class:** 3 **Packing Group:** III

Control Measures

Respiratory:

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

Material Safety Data Sheet

Ideapaint-Part B, ideapaint Pro This

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:

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.