



**INTERIOR MATTE PAINT**  
**NO. 1750 ULTRA PURE WHITE®**



**PRODUCT INFORMATION**

BEHR PREMIUM PLUS ULTRA® Interior Matte Paint is a 100% acrylic paint and primer in one with advanced stain-blocking formula that will change the way you paint. This product, featuring NANOGUARD® Technology, forms an extra-protective shell that offers outstanding stain, scuff, mar and antimicrobial-mildew resistance and an easy-to-clean, STAYS LOOKING NEW LONGER® Finish with superior stain removal. This sophisticated color palette delivers exceptional hide and maximum moisture resistance.

**RECOMMENDED USES:**

Use on properly prepared, coated and uncoated, interior surfaces such as:

- Concrete
- Concrete Block/CMU
- Brick
- Plaster
- Drywall/Gypsum Board
- Wood
- Ferrous Metals
- Galvanized Steel
- Aluminum
- Other Non-Ferrous Metal
- Architectural Plastics

**PRODUCT SPECIFICATIONS:**

**Tint Bases/Max Tint Load:**

- No. 1750 128 oz. / 2 oz.
- No. 1754 120 oz. / 10 oz.
- No. 1753 116 oz. / 14 oz.

- Gloss:** 2-5 @ 60°
- Sheen:** 2-5 @ 85°

**Resin Type:** 100% Acrylic Latex

**Weight per Gallon:** 11.5 lbs.

**% Solids by Volume:** 43.5%

**% Solids by Weight:** 57.5%

**VOC:** <50 g/L

**Flash Point:** N/A

**Viscosity:** 95-105 KU

**Recommended Film Thickness:**

- Wet:** 6.4 mils / Dry: 2.8 mils @ 250 Sq. Ft./Gal.
- Wet:** 4.0 mils / Dry: 1.7 mils @ 400 Sq. Ft./Gal.

**Coverage:** 250-400 Sq. Ft./Gal. depending on application method and substrate porosity. Does not include the loss of material from spraying.

**APPLICATION:**

- Brush:** Nylon/polyester
- Roller:** 3/8" - 1/2" nap
- Airless Spray:** At packaged consistency
- Tip:** .015" - .019"
- Filter:** 60 mesh
- Thinning:** (If required) No more than 1/2 pint of water per gallon.

**Dry Time:** @ 77° & 50% RH

Longer dry time may be required in cooler temperatures and higher humidity.

- To Touch:** 1 hour
- To Recoat:** 2 hours
- Full Cure:** 4 weeks

**SURFACE PREPARATION:**

All surfaces must be clean, free of dust, chalk, oil, grease, wax, polish, mold and mildew stains, loose and peeling paint, rust, and all other foreign substances.

**New Drywall:** All drywall surfaces should be sufficiently sanded smooth. Remove any remaining drywall dust prior to priming. Allow all drywall compounds to be completely dry prior to coating. **Previously Painted Drywall:** Remove all loose and peeling paint and all other foreign substances. Clean any dirt and grease by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Set nails and fill holes, scratches, and gouges with the appropriate spackling material. Let dry completely and sand smooth. Remove all dust with a wiping cloth. Fill all gaps with a 100% acrylic, siliconized, paintable caulking, and allow to completely dry prior to coating. **Glossy Surfaces:** For maximum adhesion, sand the surface thoroughly before coating.

**New Wood:** Remove mill glaze with sandpaper. Set nails and fill holes, scratches, and gouges with the appropriate wood filler and let dry completely. Remove all dust with a wiping cloth. Fill all gaps with a 100% acrylic, siliconized, paintable caulking, and allow to completely dry prior to coating.

**Previously Painted Wood:** Remove all loose and peeling paint and all other foreign substances. Clean any dirt and grease by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Set nails and fill holes, scratches, and gouges with the appropriate wood filler and let dry completely. Remove all dust with a tack or wiping cloth. Fill all gaps with a 100% acrylic, siliconized, paintable caulking, and allow to completely

| COMPLIES WITH THE BELOW AS OF 1/1/2017 |     |                       |         |
|--|-----|-----------------------|---------|
| SCAQMD                                 | YES | LEED v.4 <sup>1</sup> | YES     |
| CARB                                   | YES | MPI#                  | 53, 138 |
| OTC                                    | YES | MPI X-GREEN           | 53, 138 |
| LADCO                                  | YES | GREENGUARD®           | YES     |
| AIM                                    | YES | CHPS                  | YES     |
| LEED v.3 (2009) <sup>1</sup>           | YES | NAHB/ICC NGBS         | YES     |

This coating conforms to USDA regulatory requirements for incidental food-contact materials intended for use on surfaces not in direct contact with food, such as walls, floors and ceilings.

<sup>1</sup>Please visit [www.usgbc.org/LEED](http://www.usgbc.org/LEED) for additional details. GREENGUARD is a registered trademark of UL Company.

dry prior to coating. **Glossy Surfaces:** For maximum adhesion, sand the surface thoroughly before coating.

**Wood:** WARNING! Sanding or scraping pressure treated lumber may be hazardous; wear appropriate protection.

**New Plaster:** New plaster should be thoroughly dried out and cured for a minimum of 30 days before painting. When cured, clean using a mixed solution of one part vinegar and one part water to remove efflorescence and neutralize. **Previously Painted Plaster:** Remove all loose and peeling paint and all other foreign substances. Clean any dirt and grease by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Set nails and fill holes, scratches, and gouges with the appropriate spackling material. Let dry completely and sand smooth. Remove all dust with a tack or wiping cloth. Fill all gaps with a 100% acrylic, siliconized, paintable caulking, and allow to completely dry prior to coating. **Glossy Surfaces:** For maximum adhesion, sand the surface thoroughly before coating.

**Stain-blocking:** After priming, test for stain bleed-through by applying the topcoat to a small section. If the stain bleeds through the topcoat, apply a second coat of primer and test again before top-coating the entire area. If bleeding continues, a longer dry time of the primer may be needed before top-coating.

**Masonry:** All masonry surfaces must be cured at least 30 days before painting. The pH must be 10.0 or lower prior to coating. Smooth masonry may require an adequate profile for adhesion. For all other smooth concrete, create a profile using a product such as a muriatic acid etcher or with mechanical means. Remove loose aggregate and debris.

**Ferrous and Non-Ferrous Metal:** The oil film on new non-ferrous metal must be removed before it is painted. Remove oil film with a detergent and water solution. For better paint adhesion, sand the surface with sandpaper,





**INTERIOR MATTE PAINT**  
**NO. 1750 ULTRA PURE WHITE®**

steel wool, or by using a product such as a muriatic acid etcher. Clean by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water.

**Metal:** Remove all rust and mill scale using sandpaper, steel wool, abrasive blasting, or other abrading methods to create a profile on the metal's surface. **New Surfaces:** Clean the metal by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Bare metal must be primed the same day it is cleaned.

**WARNING!** If you scrape, sand or remove old paint, you may release lead dust. **LEAD IS TOXIC.** Contact the National Lead Information Center at 1-800-424-LEAD or visit [www.epa.gov/lead](http://www.epa.gov/lead).

**RECOMMENDED PRIMER/SYSTEMS:**

**PROPERLY PREPARED NEW SURFACES:**

**Drywall, Plaster, Masonry, Non-Ferrous Metal, and Wood:**

- 2 coats is the minimum required for new or uncoated surfaces.

**For Severe Tannin/Stain-blocking:**

- BEHR PREMIUM PLUS® Interior All-In-One Primer & Sealer No. 75

**PREVIOUSLY PAINTED SURFACES:**

- Use a full coat, or spot prime repaired, or uncoated surfaces such as woods with heavy tannins (Redwood and Cedar) with BEHR PREMIUM PLUS ULTRA® Paint and Primer in One.

**TEST SPECIFICATIONS:**

**Flexibility**

ASTM D522, method B - Pass

**Scrubability**

ASTM D2486, > 3000 (no shim)

**Sealing Properties**

ASTM E97, < 7% Change in Reflectance

**Burnish**

ASTM D6736, < 15% Sheen Change

**Washability**

ASTM D4828 - Pass

**CLEAN UP:**

Clean all tools and equipment with clean water. For disposal of empty containers and unused product, contact your household refuse collection service.

**CAUTIONS/LIMITATIONS:**

- Protect from freezing.
- Do not use on floors.
- For best results, apply at temperatures between 50°F - 90°F. Temperatures above 90°F may affect the application such as drying too fast. Avoid painting in direct sun. NOTE: If the surface is hot to the touch it should be considered too hot to apply this coating.
- Avoid heavy traffic for 24 hours.
- Allow four weeks before washing or cleaning for full cure.
- Shelf life under normal conditions is two years unopened.

**GENERAL INFORMATION:**



**Warning!** Causes eye and skin irritation. Wear protective clothing, gloves, eye, and face protection. Do not eat, drink, or smoke when using this product. Take off contaminated clothing and wash it before reuse. Wash hands thoroughly after handling. Dispose of unused contents, container and other contaminated wastes in accordance with local, state, federal and provincial regulations.

**First aid: If in eyes:** Rinse cautiously with water for several minutes and remove contacts if present and easy to do. Continue rinsing and get medical attention if eye irritation persists. **If swallowed:** Rinse mouth and get medical attention if you feel unwell. **If on skin:** Wash with plenty of soap and water.

