

DULUX MAGIC WHITE

TECHNICAL DATA SHEET

Version 1 – 2015 AUGUST

THIS ISSUE SUPERSEDES ALL PREVIOUS PUBLICATIONS

PRODUCT DESCRIPTION

Quality matt finish paint ideal for ceilings, formulated to fade from pink to pure brilliant white in under an hour.

PRODUCT USES

- Perfect for painting white over white to ensure that one never misses a spot. Time saving, no need to come back to touch up missed spots after the job is finished.

FEATURES AND BENEFITS

- No more 'missed' areas, goes on pink, changes to white in under an hour.
- Convenient, quick, effective and ideal for ceilings
- Hides minor surface imperfections.
- One-coat cover over white and pastel colours
- Washable

PRODUCT INFORMATION

Appearance	Matt
Colour	White
Binder Type	Acrylic Co-Polymer
Density at 23°C	Approx. 1.40
Solids Content	By weight: Approx. 53% By volume: Approx. 36 %
Packaged Viscosity	Viscosity at 23°C: Approx. 125 KU
Spreading Rate	Approx. 7m ² to 10m ² per litre depending on surface porosity, profile and application method
Recommended DFT per coat	Min. 35µm. Max. 50µm.
Recommended WFT per coat	Min. 95µm. Max. 140µm
Flash Point	Non-Flammable

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APPLICATION INFORMATION

Mixing	Stir with a flat paddle until homogeneous.
Application conditions	Surface Temperature between 10 - 35°C Relative Humidity between 10 - 85 % OR 2°C above dew point minimum.
Application methods	Brush or roller. Can be sprayed using airless spraying equipment without thinning
Thinner	Thinning not recommended. Ready for use after thorough stirring.
Drying Time	Touch dry 1 hour at 23°C.
Recoating Time	4 hours at 23°C. (Drying times will be extended during cold, wet or humid conditions)
Cleaning of equipment	After use, remove as much product as possible, and then clean immediately with water.
Substrates	Suitable for cement plaster, gypsum plaster, concrete, fibre cement ceiling boards and rigid PVC surfaces provided that appropriate preparation is carried out.
Precautions:	<p>Do not apply during cold (below 10°C) or wet weather. Avoid high condensation for the first 7 days after application as this may result in the temporary reappearance of pink colour but it will fade to white after 30 minutes.</p> <p><i>Product not designed for applications to bathroom and kitchen ceilings or applications exposed to frequent cleaning and/or humid conditions.</i></p> <p>Clean the paint using a very soft, clean cloth and clean soapy water. Do not use a dry cloth or abrasive/alkaline detergents</p> <p>Porous surfaces and cold application conditions can increase the fade time.</p> <p>Do not apply directly to bare metal surfaces. Not suitable for direct application to powdery or friable surfaces whether previously painted or not.</p>
Coats Required	Apply two to three coats to finish new surfaces to achieve a closed film and solid colour.
Top Coating	N/A

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SURFACE PREPARATION

Ensure that surfaces are sound and free from dust, oil, grease, dirt, and debris. Surfaces must be thoroughly dry - no more than 12% moisture content.

NEW SURFACES

Ceiling Boards

- Spot-prime metal strips and nail heads with the **Dulux Steel Primer**. No further priming required, apply directly.

Cement Plaster (non-friable), Gypsum Plaster, Composite Boarding, Fibre Cement

- It is recommended that fresh plaster should be allowed one week drying for every 5mm thickness; and longer in cold or damp weather.
- Spot-prime metal strips and nail heads with the **Dulux Steel Primer**
- Prime with one full coat **Dulux Plaster Primer** or **Dulux Trade Plaster Primer**.

Concrete

- Remove any uncured cement, grease, and mould-release agents by high-pressure water blast, or wash with a strong sugar soap/water solution. Rinse off thoroughly with clean water and allow drying.
- Prime with one full coat **Dulux Plaster Primer** or **Dulux Trade Plaster Primer**.
- For very absorbent surfaces more than one coat of primer may be required to achieve correct binding and sealing properties.

Rigid PVC Surfaces

- Lightly sand surfaces to improve adhesion. Clean and degrease with **Dulux Sugar Soap**/water solution or a water-miscible household degreaser. Rinse thoroughly with water and allow drying.

PREVIOUSLY PAINTED SURFACES

Sound, not powdery

- Clean surfaces with **Dulux Sugar Soap** /water solution and allow drying.
- For matt acrylic surfaces - apply finishing coats direct.

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SURFACE PREPARATION

- For enamel or glossy surfaces - sand to a matt finish to aid adhesion. Clean surfaces with **Dulux Sugar Soap** /water solution and allow drying.
- Apply a coat of **Dulux Universal Undercoat, or Dulux Trade Universal Undercoat.**

Old Paint in Poor Condition

- Strip loose and flaking paint completely back to bare substrate
- Friable and porous surfaces must be removed and repaired.
- Mould instructions. To kill lichen and algae growth, scrub with one of the following solutions: either 4:1 water/chlorine, or 4:1 water/sodium hypochlorite. Ensure that the areas are completely saturated, and allow the solution to react for a minimum of 4 hours. Rinse the complete wall surface thoroughly with clean water and allow drying.
- Spot prime bare substrate areas with appropriate Dulux primer as stated under new surfaces substrates.

FILLING

Fill all imperfections with the appropriate Dulux filler and spot prime filled areas with **Dulux Plaster Primer** or appropriate **Dulux Trade Plaster Primer** once the crack filler has dried properly. Failure to do this will result in uneven sheen levels between the repaired and normal areas.

HEALTH AND SAFETY INFORMATION

This product contains no added lead. Avoid contact with skin or eyes. Keep out of reach of children. If accidentally swallowed, seek medical advice immediately and show this container to the doctor. Dry sanding, flame cutting and/or welding of the dry paint film will give rise to dust and/or hazardous fumes.

If exposure cannot be avoided by the provision of local exhaust ventilation, suitable respiratory protective equipment should be used. Do not empty into drains or watercourses. Ensure good ventilation during application and drying. It is recommended to use suitable protective clothing and equipment. To avoid the risk of spillage, always store and transport containers in a secure upright position. Refer to Material Safety Data Sheet for complete information.

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ADDITIONAL INFORMATION

Packaging	1lt, 5Lt
Storage Conditions	Store under cool dry conditions away from direct sunlight, heat and extreme cold.
Disclaimers	For best colour and sheen consistency, it is advisable to use containers of the same batch number, or to mix different batches together in a large container, or to finish in a corner before starting a new container.

TDS STANDARD DISCLAIMER

The recommendations contained herein are given in good faith and meant to guide the specifier or user in accordance with good painting practices. They are gained from our tests and experiences and are believed to be accurate and reliable. No warranty/guarantee is implied by the recommendations contained herein since the conditions of use; application method, substrate and cleanliness of the substrate are beyond Dulux control.

Important Note; Technology may change with time, necessitating changes to this Technical Data Sheet (TDS).

It is the responsibility of the user to ensure that the latest TDS is being used for reference. Dulux Technical Data Sheets are available on our website www.dulux.co.za or please contact: Dulux On-Line on 0860 330 111. Email ZA.Helpline@akzonobel.com

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