MODERN MASTERS® TEXTURE EFFECTS

DESCRIPTION AND USES

Modern Masters® Texture Effects™ is a multi-purpose, water based, acrylic, plaster-like medium that is ideal for raised relief, heavy distressed textures, stenciling, and for correcting wall imperfections. It is durable, water resistant, and will adhere to most surfaces. Texture Effects will not shrink or crack while drying, and once cured, is hard.

PRODUCT

GALLON	DESCRIPTION
TEX100GAL	Texture Effects Tintable Base

RECOMMENDED PRIMERS

Zinsser® Bulls Eye 1-2-3®

Zinsser® Bulls Eye® Water Base

NOTE: Follow Primer TDS for appropriate application instructions. Lower temperature and higher humidity will lengthen the dry and cure times of primers.

PRODUCT APPLICATION

SURFACE PREPARATION

All surfaces to be painted must be entirely free of dust, dirt, oil, grease, and other contaminants. Completely remove all loose, flaking, or chalking paint from the surfaces. Use a NIOSH approved respirator when sanding and when working with old, loose paint particles. Provide adequate ventilation.

NOTE: For best results, apply over a smooth primed white surface from our recommended primer list and allow the surface to dry completely-preferably overnight.

WARNING! If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

TINTING: Texture Effects can be tinted using universal colorants. (NOTE: do not exceed 4 fl. oz. per gallon.) Mix in colorant using a hand drill with a detachable mixing apparatus on medium speed or on a high speed shaker. (NOTE: do not shake for more than 5 minutes.)

PRODUCT APPLICATION (cont.)

APPLICATION

NOTE: Always test the product in a small, inconspicuous area before beginning a project. We recommend preparing a sample board prior to beginning a project to check color and technique. The paint should be mixed thoroughly before using.

Texture Effects is used to create a wide variety of texture finishes on interior walls and ceilings by using various tools and techniques. It is not intended for use on exterior surfaces. It is normally applied using a trowel to create raised relief, heavy distressed textures, stenciling, and to correct wall imperfections.

Once dry, it does not need to be primed and can be overcoated with Modern Masters products (Metallic Paint Collection™, Metal Effects, Decorative Painter's Products, Venetian Plaster, Theme Paint™, or Wildfire® Paints) or any water based or alkyd paints.

DRY TIMES: Dry times will vary depending on the thickness of the texture, ambient temperature, and relative humidity. Most basic applications will dry to the touch within 1 to 2 hours, with a recoat time of 3 hours. Full cure time is approximately 14 days.

NOTE: Lower temperature and/or higher humidity will lengthen the dry and cure times.

COVERAGE: One gallon will cover approximately 110 sq. ft.

CLEAN UP: Clean tools with soap and warm water immediately after use. Promptly wipe up any spills and splatters with a damp cloth. Do not reuse containers and properly dispose of empty containers.

HANDLING & STORAGE: Close tightly all containers when not in use. Protect product from freezing and heat. Keep both opened and unopened containers out of direct sunlight as over exposure to temperatures above 90°F (32°C) can cause the material to harden in the container.

DISPOSAL: Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

Form: ARJ-2509
Rev.: 042623

MODERN MASTERS® TEXTURE EFFECTS

PHYSICAL PROPERTIES

		TEXTURE EFFECTS
Resin Type		Water, water based acrylic
Pigment Type		Gypsum, titanium dioxide, nepheline syenite
Solvents		Water, glycol ether
Weight	**Per Gallon**	11.67 lbs.
	Per Liter	1.40 kg
Solids	**By Weight**	73.54%
	By Volume	63.09%
Volatile Organic Compounds		47 g/l
Recommended Dry Film Thickness (DFT) per Coat		8 mils
Wet Film to Achieve DFT (Unthinned material)		12 mils
Practical Coverage at Recommended DFT (assume 15% material loss)		110 sq. ft./gal.
Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity	**Touch**	1 hour
	Handle	2 hours
	Recoat	3 hours
	Full Cure	14 days
Shelf Life		4 years
Flash Point		>200°F
Safety Information		For additional information, see SDS **PROTECT FROM FREEZING – PRODUCT IS NOT FREEZE THAW STABLE**

Calculated values are shown and may vary from the actual manufactured material.

DRAFT

The technical data and suggestions for use contained herein are correct to the best of our knowledge, and offered in good faith. The statements of this literature do not constitute a warranty, express, or implied, as to the performance of these products. As conditions and use of our materials are beyond our control, we can guarantee these products only to conform to our standards of quality, and our liability, if any, will be limited to replacement of defective materials. All technical information is subject to change without notice.