



TECHNICAL DATA SHEET IVY COATINGS:

# transitional primer

Interior

## DESCRIPTION

Ivy Zero-VOC Transitional Primer is a 100% acrylic, water-based primer/sealer with exceptional adhesion properties that is designed to coat hard glossy surfaces, without compromising indoor air quality. Ivy's Zero-VOC Transitional Primer is very low odor, high-hiding and allows for a quick return to service—making it an ideal paint for residential and commercial/institutional use. Ivy Zero-VOC Transitional Primer contains no formaldehyde, ammonia, crystalline silica, ethylene glycol, lead, mercury or chromate. Ivy Zero-VOC Transitional Primer can be tinted to thousands of custom colors using optical scanners, or matched to the colors of other leading paint brands: remains VOC-free when tinted with the recommended Colortrend 802 colorants.

## RECOMMENDED SYSTEMS

Substrate	Primer Coat	Finish Coat
Previously Painted (oil based) Surfaces	IVY ZERO-VOC TRANSITIONAL PRIMER	IVY ZERO-VOC PAINT: FLAT, EGGSHELL, SEMI-GLOSS
Ceramic Tile		
Fiberglass		
Glossy Surfaces		

## APPLICATION INSTRUCTIONS

Before painting, make sure all surfaces are dry, thoroughly clean, and free of loose paint, rust, grease, oil and all other foreign matter. Do not apply over moist or wet surfaces. Air and surface temperature must be above 50°F.

Do not thin paint with water, solvents, or other paints; use as supplied. Clean up with warm soapy water (preferably immediately after use/spillage).

Coverage is 375-425 square feet per gallon. Dries to touch 30 minutes; recoat in 1hr.

## APPLICATION EQUIPMENT

- Brush** Use finest quality nylon or bristle brushes
- Roller** 1/4" - 3/8" nap for smooth surface, and a 3/4" - 1 1/4" nap for rough surface
- Spray Tip** Fluid pressure 1,500-2,000 PSI .018 orifice

## PRODUCT FEATURES

- For interior use
- Zero-VOCs (tested by a certified independent lab)
- Tintable to thousands of custom colors (using Zero-VOC colorants)
- Virtually odor-free
- Excellent adhesion
- Easy water clean-up

## RECOMMENDED USES

- Previously painted (oil based) surfaces
- Glossy surfaces
- Ceramic tile
- Doors and shutters
- Formica®
- PVC
- Glazed block
- Ideal for residential use, and for commercial use in schools, offices, hospitals, institutions and senior citizen housing

## LIMITATIONS

- Do not apply when air and surface temperature are below 50°F
- Protect from freezing



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**TECHNICAL DATA**

Finish	Low luster
Vehicle Type	Acrylic urethane
Pigment Type	Titanium dioxide
Solvent Type	Water
VOC content g/L	0
% Solid by Weight	56.8% (minimum)
% Solid by Volume	41.76% (minimum)
Weight	11.25 lbs./gal (minimum)
Recommended Dry Film by Coat	1.0 to 2.0 mils per coat
Theoretical Coverage	375-425 sq ft./gallon
Viscosity @ 77° F	80-90KU (minimum)
Dry Time Average	To touch: 30 mins.; to recoat: 1 hour
Application Method	Brush, roller, spray
Shelf Life	2 Years at recommended storage conditions
Packaging	Quart, one gallon and five gallon pails
Flash Point	N/A
Colors	White and custom colors available upon request

**ENVIRONMENTAL INFORMATION:** Ivy Zero- and Low-VOC Paints and Primers contain no formaldehyde, ammonia, crystalline silica, ethylene glycol, lead, mercury or chromate. Tinting with Colortrend 802 colorants does not add to the VOC content. Ivy paints and primers are low emitting, and are eligible for points under all LEED rating systems as established by the U.S. Green Building Council (USGBC).

**HEALTH & SAFETY INFORMATION:** Use with adequate ventilation. Avoid contact with skin and breathing of vapors or spray mist. Wear a dust mask when sanding paint. In case of eye contact, flush with water. Keep out of reach of children.

Download a current MSDS at [www.ivycoatings.com](http://www.ivycoatings.com).

**ACCURACY OF DATA**

The technical data presented above are true and accurate as of the date of issuance of this Ivy Coatings paint data sheet and are subject to change without notice. We endeavor to supply all catalog holders with up-to-date catalog pages. Therefore, if the issue date is more than a year old, please inquire whether a new page has since been issued. Please visit [www.ivycoatings.com](http://www.ivycoatings.com) for the newest version of this data sheet.

**WARRANTY**

This product is warranted only to conform to the analysis and specifications expressed above. No other warranty or guarantee, including its merchantability or suitability for any specific application, is implied. The liability of International Building Products, if any, is limited to replacement of product or refund of purchase price and excludes labor, cost of labor or other consequential damages, provided that the purchaser notifies management of Greenmaker Industries within twenty-four hours of the application of the product.

**CONTACT INFO**

International Building Products, Inc.  
PO Box 499  
Farmingdale, NY 11735  
(856) 669-9513  
[ivycoatings.com](http://ivycoatings.com)



MATERIAL SAFETY DATA SHEET IVY COATINGS:

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Product Name: Transitional Primer White  
Product Code: Ivy Coatings Zero-VOC Transitional Primer

HMIS: H F R  
1 0 0

SECTION I – MANUFACTURER IDENTIFICATION

MANUFACTURER’S NAME: International Building Products, Inc. (IBP)  
PO BOX 499  
FARMINGDALE, NY 11735

EMERGENCY PHONE: (800) 424-9300 DATE PRINTED: 09/25/09  
INFORMATION PHONE: (856) 669-9513 NAME OF PREPARER: IBP

SECTION II – HAZARDOUS INGREDIENTS/SARA II INFORMATION

REPORTABLE COMPONENTS	CAS NUMBER	VAPOR PRESSURE		WEIGHT PERCENT
		mm hg	TEMP	
TITANIUM DIOXIDE  PEL (OSHA) 15MG/CU.M. (TOTAL) 5MG./CU.M. (RESPIRABLE) TLV (ACGIH) 10MG/CU.M.	13463-67-7			19.7
CAMEL CARB/CALCIUM CARBONATE (Limestone)  PEL (OSHA) 15MG/CU.M. (TOTAL) 5MG./CU.M. (RESPIRABLE) TLV (ACGIH) 2 MG/CU.M.	1317-65-3			13.1

SECTION III – PHYSICAL/CHEMICAL CHARACTERISTICS

BOILING RANGE: NOT APPLICABLE SPECIFIC GRAVITY (H2O=1): 1.37  
VAPOR DENSITY: LIGHTER THAN AIR EVAPORATION RATE: SLOWER THAN ETHER  
MATERIAL V.O.C. 0 g/L  
SOLUBILITY IN WATER: Partial  
APPEARANCE AND ODOR: WHITE OR COLORED LIQUID AND FAINT ESTER ODOR

SECTION IV – FIRE AND EXPLOSION HAZARD DATA

FLASH POINT: N/A METHOD USED: N/A  
FLAMMABLE LIMITS IN AIR BY VOLUME LOWER: N/A UPPER: N/A

EXTINGUISHING MEDIA: CO2, WATER FOG

SPECIAL FIREFIGHTING PROCEDURES  
Fire fighters should wear self contained breathing apparatus and complete personal protective equipment when entering confined areas where potential for exposure to vapors or products of combustion exists.

UNUSUAL FIRE AND EXPLOSION HAZARDS  
This is a waterbased product and presents no particular fire and explosion hazard.

SECTION V – REACTIVITY DATA

STABILITY: STABLE

CONDITIONS TO AVOID  
Avoid extreme heat and cold. Do not freeze.



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### INCOMPATIBILITY (MATERIALS TO AVOID)

Avoid strong acids

### HAZARDOUS DECOMPOSITION OR BYPRODUCTS

Stable under normal temperature and pressure.

HAZARDOUS POLYMERIZATION: WILL NOT OCCUR

## SECTION VI – HEALTH HAZARD DATA

### INHALATION HEALTH RISKS AND SYMPTOMS OF EXPOSURE

Inhalation of vapor or mist may cause headache and irritation of the nose and throat. Seek medical advice if any unusual symptoms occur.

### SKIN AND EYE CONTACT RISKS AND SYMPTOMS OF EXPOSURE

If this product comes in contact with the eyes, flush with large quantities of water for at least 5 minutes and seek immediate medical attention. If this product comes in contact with the skin, wash with soap and large quantity of water.

### SKIN ABSORPTION HEALTH RISKS AND SYSTEMS OF EXPOSURE

This product may cause skin irritation upon prolonged or repeated contact.

### INGESTION HEALTH RISKS AND SYMPTOMS OF EXPOSURE

If this product is swallowed, induce vomiting, only if victim is alert. Immediately seek medical attention. Never give anything by mouth to an unconscious person.

### HEALTH HAZARDS (ACUTE AND CHRONIC)

Inhalation: vapor or mist may cause headache and irritation of the nose and throat.

Skin Contact: prolonged or repeated skin contact can cause slight skin irritation.

Eye Contact: Direct contact with product can result in eye irritation.

CARCINOGENICITY: NTP CARCINOGEN: NO IARC MONOGRAPHS: NO OSHA REGULATED: NO

### MEDICAL CONDITIONS GENERALLY AGGRAVATED BY EXPOSURE

Inhalation of vapor or mist can cause headache and irritation of the nose and throat.

### EMERGENCY AND FIRST AID PROCEDURES

Inhalation: Move to fresh air. Get medical attention if irritation persists

Skin Contact: Wash with soap and large amount of water.

Eye Contact: Flush with large amount of water until irritation subsides. If irritation persists, seek medical attention.

Ingestion: if swallowed, induce vomiting, only if victim is alert. Get prompt medical attention. Do not give anything by mouth to a drowsy or unconscious person.

## SECTION VII – PRECAUTIONS FOR SAFE HANDLING AND USE

### STEPS TO BE TAKEN IN CASE MATERIAL IS RELEASED OR SPILLED

Keep spectators away. Floors may be slippery; use care to avoid falling. Contain spills immediately by wiping up with absorbent material, then rinse with water and repeat wipe up.

### WASTE DISPOSAL METHOD

Collect spilled liquid mixture into containers for recovery and disposal. Add enough water to cover. Keep spills and cleaning runoffs out of municipal sewer and open bodies of water. Consult local, state, and federal hazardous waste regulations before disposing into approved hazardous waste landfills. Obey relevant laws.

### PRECAUTIONS TO BE TAKEN IN HANDLING AND STORING

Keep from freezing to ensure product stability.

### OTHER PRECAUTIONS

Do not get in eyes. Avoid contact with skin. Do not take internally.



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### SECTION VIII – CONTROL MEASURES

#### RESPIRATORY PROTECTION

None required if airborne concentrations are maintained below the exposure limit. If exposure limit and TVL limits are exceeded, wear properly fitted NIOSH approved (or equivalent) half mask, air purifying respirator.

#### VENTILATION

Use sufficient air ventilation to control vapors and mist.

#### PROTECTIVE GLOVES

The use of chemically resistant and impervious gloves like nitrile rubber and neoprene gloves is advised to prevent skin irritations.

#### EYE PROTECTION

Safety glasses with the side shields, chemical goggles and/or face shields are recommended.

#### OTHER PROTECTIVE CLOTHING OR EQUIPMENT

Impermeable aprons are advised when working with this product. The availability of eye washes and safety showers in work areas are recommended.

### SECTION IX – DISCLAIMER

To the best of International Building Products Corporation's knowledge, the information contained here is accurate, as obtained from sources by our raw materials suppliers. However, no warranty is expressed or is to be implied regarding the accuracy and completeness of this information.