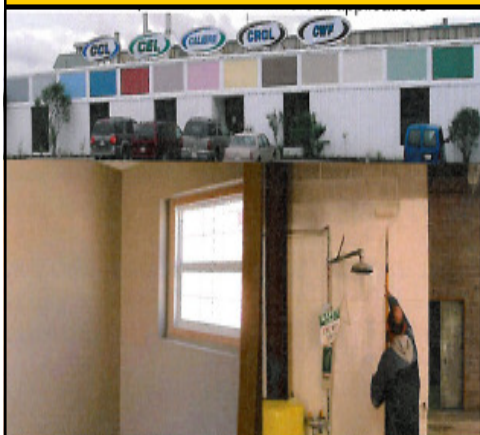


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**premium paint**  
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**economical**  
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**100% Recycled +**  
**ecocoat**  
 Premium Performance • Interior/Exterior • Latex Paint



**Interior/exterior ecocoat latex paint has an eggshell finish when dry. It can be used on walls, ceilings, fences and any other surface where other premium latex paints are normally used. It is not recommended for floors.**  
**To ensure proper adhesion of ecocoat paint repair any surface deficiencies, lightly sand surface, and ensure they are clean and clear of dust prior to painting.**

**Frequently Asked Questions**

**Q: Why is ecocoat so inexpensive relative to another comparable virgin paint?**

A: As a 100% recycled product, the ever increasing cost of raw materials used to produce a virgin paint does not affect the cost of production for ecocoat.

**Q: Why does ecocoat perform so well?**

A: By the time "leftover" paint arrives at CEL, water has evaporated from the virgin product, leaving behind pigments and acrylic—the quality ingredients of premium paint.

**Q: What are the Limitations of ecocoat?**

A: To ensure proper adhesion of ecocoat paint, you must be sure the surface is properly prepared. On new drywall, wood, block or concrete, ensure the surface is clear of dust. On previously painted drywall, repair any holes or other deficiencies, soft sand surfaces to be painted and ensure the surface is clean and clear of dust, then paint as you would with any other quality latex paint (use a brush, roller or sprayer).

- Lightly sand and clean all surfaces prior to painting
- Stir your paint thoroughly prior to, and during use.
- Purchase sufficient paint from the same batch (see label on pail)
- Touch ups are not recommended. Paint the whole wall from corner to corner to minimize any noticeable difference with previously painted surfaces?

**Q: Can I use ecocoat for a commercial or industrial application?**

A: ecocoat paint is well suited for residential, commercial, or industrial application. It performs best on concrete and drywall but can be used anywhere a virgin, low sheen acrylic latex would be used.

**Q: What area does a pail of ecocoat cover?**

A: In similar conditions, a litre of ecocoat paint should cover a similar area to a litre of premium quality latex paint. For an estimate of how much surface ecocoat paint will cover, the chart below shows how many square feet each pail of ecocoat paint should cover.

ecocoat Coverage*		10L Pail	18.9L Pail
Drywall	New (1" coat)	750	1500
	Previously Painted	1000	2000
Wood	New (1" coat)	500	1000
	Previously Painted	750	1500
Stucco	New (1" coat)	375	750
	Previously Painted	500	1000
Vertical	New (1" coat)	625	1250
Concrete	Previously Painted	875	1750
Cinder Block	New (1" coat)	250	500
	Previously Painted	500	1000

**Q: Why does ecocoat come in 10 litre and 18.9 litre pails?**

A: 18.9 litres is equivalent to a 5 US gallon pail, suitable for most larger jobs. When ecocoat went looking for a smaller pail geared more for retail use, research showed an average room in an average home required 2.5 gallons of paint (9.5 litres). Our pail supplier produces an 11 litre pail that we label as 10 litres, which should be adequate for most average 12'x12' rooms.

**Q: How long should I wait before I apply a second coat?**

A: Although ecocoat paint will feel dry to the touch within an hour or less (average temperature and humidity conditions), we recommend waiting at least two hours prior to applying a second coat. Of course, the longer you wait to apply a second coat of any paint the better the end result will be.



**[www.finishingstore.com](http://www.finishingstore.com)**



" you can blend any of the *ecocoat* colours into an endless palette of your own. Only your imagination limits the colours you can create!"



Actual paint swatch from batch

Ensure batch numbers match for multiple pail purchases of the same colour

### Painting Tips

When painting over a new or previously painted darker colour, two coats will probably be necessary. If painting over a similar colour, a single coat of *ecocoat* is often sufficient.

- . The nature of premium performance *ecocoat* recycled paint can not guarantee perfect colour matches from batch-to-batch; however we do strive for colour close consistency between batches.
- . Ensure to stir your paint thoroughly prior to, and during use.
- . To minimize potential issues, be sure to purchase enough paint from the same batch for each project (listed on label of each pail).
- . *Touch ups are not recommended.* We suggest you paint the whole wall from corner to corner to minimize any noticeable difference with previously painted walls.



Because of the high solid content of *ecocoat*, it often only takes one coat to cover the same as 2-4 coats of a virgin paint! Imagine the time and money saved if you only need to paint your surface once or twice with *ecocoat*, versus twice to four times with a virgin paint to achieve adequate coverage!