



Ivy High-Performance Waterborne Paints & Primers Offer:

- **Multi-surface application**
- **No offensive odors**
- **Environmentally preferred ingredients**
- **Quick drying time for fast return to service**

Environmental Information:

Ivy zero- and low-VOC paints and primers contain no formaldehyde, ammonia, crystalline silica, ethylene glycol, lead, mercury or chromate. Tinting with the most advanced and recommended colorants does not add to the VOC content. Ivy paints and primers are low emitting, and are eligible for credits under all LEED rating systems as established by the USGBC.

Made to Tackle All Your Projects:

Ivy Coatings provide a full spectrum of zero- and low-VOC paints and primers for multiple applications, including new and painted drywall, wood, concrete and metal.

Environmentally Preferred Ingredients:

Ivy low- and zero-VOC paints and primers contain no formaldehyde, ammonia, crystalline silica, ethylene glycol, lead, mercury or chromate. Tinting with the most advanced and recommended colorants does not add to the VOC content. These low-emitting coatings will meet or exceed most applicable standards.

Provide High Performance:

Ivy Coatings are premium paints: they spread easily, hide blemishes, dry quickly, and cure to a durable film.

Can Be Custom Color-matched:

Ivy Coatings are easily tintable. Choose from 940 colors in the Ambiance line, or custom match to thousands of colors featured by leading paint brands.

Ivy Coatings can help contribute LEED credits under all rating systems established by the US Green Building Council.

Ivy paints and primers are virtually odor-free, so they are inoffensive during installation and won't offgas to bother room occupants. Because they dry quickly, they're ideal for residential use, and for commercial facilities management.



FLAT	
ATTRIBUTES	Elegant all-purpose interior paint
	Virtually odor free
	Easy touch-up
RECOMMENDED USES	Low-traffic areas and ceilings
VOCS (g/l) *	0
COVERAGE (SF/GAL)	350-400
DRY TIME	30 min. to touch; 1 hour to recoat
SOLIDS VOLUME	35%
TECHNOLOGY	Acrylic Co-Polymer
COLORS	Limitless color selection with VOC-free tinting

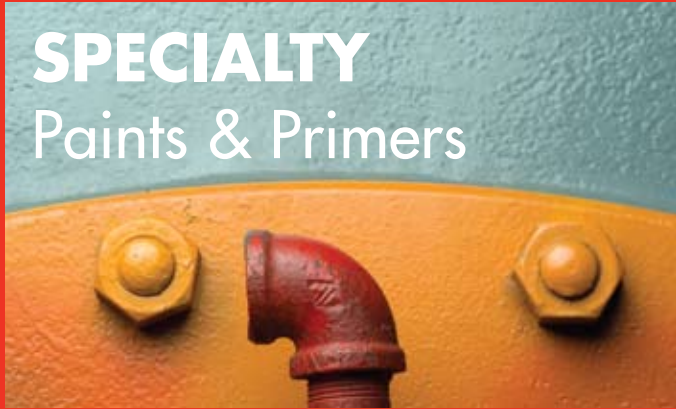
**Per EPA Method 24*



EGGSHELL	SEMI-GLOSS	PRIMER*
Creamy finish balances durability with style	Radiant finish that's easy to maintain	Multi-purpose primer for sealing/preparing interior surfaces
Virtually odor free	Virtually odor free	Virtually odor free
Washable finish	Washable finish	Fast drying for improved efficiency
Bathrooms, kitchens, kids' rooms, and busy offices	High-traffic areas including cabinets & trim	Use on new drywall, or on surfaces previously coated with latex paint
0	0	0
350-400	350-400	350-400
30 min. to touch; 4 hours to recoat	30 min. to touch; 4 hours to recoat	30 min. to touch; 2 hours to recoat
48%	30%	35%
Acrylic Co-Polymer	Acrylic Co-Polymer	Acrylic Co-Polymer
Limitless color selection with VOC-free tinting	Limitless color selection with VOC-free tinting	Limitless color selection with VOC-free tinting

*Try our new Transitional Primer! Coming soon to our Basic Line.

SPECIALTY Paints & Primers



FLOOR PLUS

METAL PRIMER

DIRECT TO METAL

	FLOOR PLUS	METAL PRIMER	DIRECT TO METAL
ATTRIBUTES	Durable finish	Primer for clean ferrous and non-ferrous metals	Washable, flexible finish for clean ferrous and non-ferrous metals
	Self priming	Rust inhibiting	Self priming
	Low odor	Low odor	Low odor
	Quick drying	Quick drying	Quick Ddrying
RECOMMENDED USES	Interior or exterior concrete floors	Interior or exterior bare or painted metal	Interior or exterior bare or painted metal
VOC LEVEL (G/L)*	<100	<150	< 150
COVERAGE (SF/GAL)	325-425	350-400	350-400
DRY TIME	30 min. to touch; 4 hours to recoat	30 min. to touch; 2 hours to recoat	30 min. to touch; 2 hours to recoat
SOLIDS BY	22%	36%	37%
TECHNOLOGY	100% Acrylic	100% Acrylic	100% Acrylic
COLORS	Limitless color selection with VOC-free tinting	Limitless color selection with VOC-free tinting	Limitless color selection with VOC-free tinting

*Per EPA Method 24