

PRODUCT:

000D150 Proceed[®] Rough Irregular Texture

MANUFACTURER:

Golden Artist Colors, Inc[®]
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PRODUCT DESCRIPTION:

Proceed Rough Irregular Texture is a semi-opaque, acrylic texture coating that requires minimal surface preparation. It is formulated with irregular, crushable aggregates to impart the look of weathered stucco and stone surfaces. It produces a semi-absorbent surface that takes glaze well and makes an ideal antiqued painting ground for murals and ornamentation work.

Rough Irregular Texture is one of a family of compatible Proceed products that can be used alone or blended to achieve a wide range of surface appearance.

Proceed Textures are formulated with 100% acrylic polymers and are compatible with most waterborne products.

PRODUCT FEATURES:

- Single component, 100% acrylic waterborne formulation
- Contains several different rough and irregularly shaped aggregates, and can be worked to produce a wide variety of visual effects.
- Has the properties of an acrylic mastic texture coating in heavy applications, and can correct minor surface blemishes and drywall seams when applied directly to Level 3 drywall.
- Can be tinted, troweled, rolled, sanded or thinned and sprayed.
- Contains no titanium white pigment, making it possible to tint light or deep colors from a single base.
- Proceed textures are formulated to contain less than 50 g/l of VOC's and, as such, meet the criteria for LEED Credit 4.2 (Low Emitting Materials – Paints and Coatings).

CONTAINER SIZES:

Available in one gallon and five gallon pails.

16 oz. trial sizes are also available to facilitate product evaluation and the preparation of control samples.

000D150-D	Rough Irregular Texture	115 oz. in 1 gal pail (short-filled for tinting)
000D150-F	Rough Irregular Texture	576 oz in 5 gal pail w/ tint plug (short-filled for tinting)
000D150-6	Rough Irregular Texture	16 oz. plastic jar

TECHNICAL DATA:

Weight Solids	49.3% ± 2%
Flash Point	>212° F
Density	9.60 lbs per gallon
VOC	< 50 grams / liter
Spread Rate	50 sq. ft. / gallon at 10 mils dry film. Actual spread rate is highly dependent upon finish design and application technique and may vary from 50-150 sq. ft gallon. Preparation of a control sample is strongly recommended for accurate estimation of coverage.
Clean-Up	Clean up with soap and water. Dried material may be removed from tools with a citrus based cleaner or acetone.
Recoat time	Let dry 12 – 24 hours before recoating with other Proceed products.
Full dry	Product will approach final properties after 28 days of drying, but will continue to cure and harden for 90 days. Ambient conditions of temperature, humidity, and air flow will affect the rate of property development.
Min. Film Formation Temperature	>49° F
Storage and Shelf Life	Store between 50° and 80° F in a stable environment. DO NOT FREEZE. If frozen repeatedly, the product may become unusable. Do not expose to temperatures exceeding 120° F for extended periods.
Compatibility	Proceed Rough Irregular Texture is compatible with most waterborne acrylic architectural coatings. DO NOT USE with solvent based materials.

PRODUCT PERFORMANCE DATA*

Washability	ASTM D 3450 (abrasive scrub medium)	54% recovery
Abrasion resistance	ASTM D-2486 (abrasive scrub to cut through)	1085 cycles
Abrasion resistance	ASTM D-4060-10 (abrasive disc)	0.73% weight loss at 1,000 cycles
Burnish Resistance	ASTM D-6736	20° Gloss % increase: -11% 60° Gloss % increase: 0% 85° Sheen % increase: 0%
Hardness	ASTM D-3363 Pencil Hardness	<6B @ 28 days 6B @ 90 days
Household Chemical	ASTM D-1308, section 7.2	Slight to no effect after 16 hours: Lemon juice, Welch's® Grape Juice, Lemon Pledge®, Fantastik® Heavy Duty Cleaner®, Lysol® Multi-Purpose Cleaner, Spic and Span® Pine Cleaner, Parson's® Ammonia
Permeability	ASTM D-1653 (Method B)	24.8 grains/hr x ft2 x in-Hg
Flame Spread	Guardian Laboratories GL 05-08, Pre E-84 Test	Probable Class A; self-extinguishing

* Product performance testing was conducted under laboratory conditions on 6-15 mil films cast on aluminum panels after 28 days of drying time unless otherwise noted. Actual field performance will be affected by finish design, application techniques, and application conditions.

TINTING:

000D150 Proceed[®] Rough Irregular Texture

Proceed Rough Irregular Texture may be tinted with Proceed Pigment Dispersions, or Proceed Slow-Drying Fluid acrylic paints if a weaker tint is desired. Rough Irregular Texture is also compatible with most universal colorants.

Rough Irregular Texture may be blended in any ratio desired with other Proceed textures to achieve a complete range of textural effects.

Do not add more than 10% Proceed Pigment Dispersion, universal colorant, Proceed Metallic Medium or Slow-Drying Fluids in combination by volume. Use of more than recommended percentage could cause a change in application characteristics or, in the case of dispersions, water sensitivity and durability of the dried finish.

Always mix colorants thoroughly and test tint formulas for desired color before use.

PRODUCT APPEARANCE:

Rough Irregular Texture is a versatile medium that produces irregular surfaces that exhibit both smooth and rough characteristics, such as stucco and weatherworn plasters.

Rough Regular Texture is ideal to create finishes that mimic weathered, chalky, old world surfaces with a natural texture of weathered stone or plaster. Formulated with a crushable aggregate that is non-uniform in size, and requires minimal preparation to correct minor surface blemishes and drywall seams.

Rough Irregular Texture is formulated with crushable aggregates that are non-uniform in size and designed to exhibit some color variation. Installed finishes are expected to exhibit variations in lightness/darkness as well as streaking and drifts of color that are created by the crushing and dispersing of the aggregates during tooling. The degree of surface smoothness, finish design, and application method and technique will also influence the uniformity of finish appearance.

CONTROL SAMPLE:

Control samples (mock-ups) for each finish and color specified should be prepared for the Architect's, Designer's and/or Owner's review and documented when approved. Installation work should not commence until approval has been given. Control samples should be prepared on the actual substrate material and use the actual materials and techniques specified. The control sample should be of sufficient size to illustrate the range of variations in color and appearance expected in the completed finish. Control samples should be retained until work has been completed and accepted.

A written Finish Design Specification should accompany the Control sample. The Finish Design Specification describes each step required in a multi-step finish design, including the materials used, application techniques and procedures required.

If the preparation and/or condition of the jobsite surfaces are in doubt, it is recommended that a control sample of the specified finish be applied at the jobsite to a surface area of sufficient size (no less than 4'

x 4') to encompass variations in substrate profile and condition. The accepted control sample may be incorporated into the finished work.

MATERIAL STORAGE AND HANDLING:

Protect materials from extremes in temperature in shipment, storage, and handling. Store in dry conditions between 45° and 95° F. Do not allow material to freeze or be exposed to temperatures exceeding 120° F for extended periods.

Maintain and deliver products in the original packaging with manufacturer's labels identifying product, color, lot number and date of manufacture.

Take care to protect packaging from construction dust and debris, which may contaminate the product upon opening of the containers.

APPLICATION CONDITIONS:

Proceed Rough Irregular Texture is a waterborne product. Working time, dry-to-touch, and cure times will be influenced by environmental factors such as temperature, relative humidity, and air circulation. Do not apply Rough Irregular when the substrate or ambient air temperature is below 60° F or in excess of 95° F.

Cold weather conditions

Provide heat as required to maintain the ambient temperature above 60° F. Temperatures above 65° F are preferred. Distribute heat evenly throughout the work area to prevent concentration of heat on work surfaces near heat sources.

Warm weather conditions

Anticipate accelerated rates of drying in hot and dry conditions, and longer drying times in high humidity conditions. Excessively rapid evaporation from strong flows of dry air may cause the product to dry on tools and open containers to produce dried particulates that contaminate the finish.

Be aware of localized areas of temperature differentials and air movement (or lack thereof) that can affect the drying rate and working time of waterborne coatings. Such areas include surfaces in close proximity to heating/cooling outlets, open windows, niches, and high ceilings. Providing for a moderate level of air circulation can mitigate these effects.

If worked to a smooth finish, imperfections and raised areas in the work surface may telegraph through the finish. For smooth finishes applied to drywall, close attention should be paid to the quality of seam taping, sanding, and priming.

Protect contiguous surfaces from soiling caused by the application of Rough Irregular Texture.

SURFACE PREPARATION:

New drywall

Repair holes, cracks and imperfections with joint compound and sand smooth. Wipe with a clean, damp rag to remove all sanding dust and construction debris.

The level of drywall preparation required is dependent upon the specified finish design. Rough textured finishes (for example, loosely troweled, stippled, or stipple/knockdown finishes) may be applied directly to a Level 3 surface (Gypsum Association G214 Standard). An application rate of 50-75 sq. ft. / gal. is recommended to conceal surface irregularities of the substrate or to cover holes and minor cracks.

A level 5 surface is recommended for smooth, polished applications to prevent joint telegraphing. Control samples should be prepared to determine the level of surface preparation needed for any particular finish design.

To maintain documented flame and smoke performance, Rough Irregular Texture must be applied over 5/8" Type-X fire rated gypsum board.

Previously painted surfaces

Remove all loose paint, dirt, chalk, and damaged substrate. Clean thoroughly to remove any waxy, greasy or oily residues. Scuff sand high gloss finishes to ensure good adhesion. Wipe with a clean, damp rag to remove all sanding dust and construction debris. Stains from water, smoke, grease, ink, markers, etc. must be sealed with a suitable stain-blocking primer. Do not apply to wet or damp surfaces.

Proceed Rough Irregular Texture may be applied to other rigid surfaces such as wood and masonry if these substrates are cleaned, prepared, and primed to accept waterborne acrylic architectural coatings.

Mildew

Mildew must be neutralized and removed before applying Rough Irregular Texture. Clean affected areas with a 3:1 solution of warm water to household bleach. Rinse thoroughly with clean water and allow the surface to dry completely before priming the affected area with a stain-blocking primer. Do not add ammonia or detergents to the bleach/water cleaning solution. Wear protective eyewear and gloves. Immediately wash skin that comes into contact with the cleaning solution.

PRODUCT PREPARATION:

Mixing

Using clean, uncontaminated mixing tools, stir or mix material to assure uniformity and that colorants are uniformly dispersed. Take care not to allow dirt, debris, or other materials to contaminate the product.

Thinning

Rough Irregular Texture does not require thinning, but may be reduced up to 30% with water to ensure proper flow in a hopper gun or a line-fed texture sprayer.

APPLICATION:

Proceed Rough Irregular Texture is a decorative product that is intended to be worked or "tooled" after application to wall surfaces in order to produce the decorative effects intended by the finish designer. Prior to tooling, Rough Irregular Texture may be transferred to the work surface by troweling, rolling, or spraying.

Apply Proceed Rough Irregular Texture as described in the Finish Design Specification that accompanies the Control sample.

Let dry 12 - 24 hours before over coating with other PROCEED™ products.

Trowel application

Use a stainless steel or plastic trowel designed to apply decorative plasters. When applying in hot or dry conditions, observe the trowel edges and periodically wipe them clean to prevent buildup of dried material that can break free and create scratch marks in the work.

Trowel or tool the texture to the desired appearance. Due to the crushable aggregate, this product will take on a smoother finish with a darker cast the longer it is worked. Minimal troweling will result in a rougher, more "peppery" finish.

Roller Application

Use a texture roller cover to transfer Rough Irregular Texture to the work surface for subsequent tooling.

Texture Sprayer

Spraying allows for a consistent, uniform amount of product to be applied rapidly for a quick follow up knock down. In addition to speed in transferring the material to wall surfaces, this is an effective way to uniformly coat 3-dimensional surfaces.

Hopper Sprayer

- Marshalltown SharpShooter[®] or equivalent
- #2 tip (4/16" / 6mm orifice); 40 PSI
- No reduction required, but may be reduced up to 30% to adjust application properties

Pump/compressed air sprayers with reservoir-

- Graco[®] TexSpray RTX 1500 or equivalent
- "Gray" tip; "high" air volume setting
- Reduce with water 10 - 15% when using line feed from stationary hopper.

When spraying, wear eye protection and particulate respirator, and prevent others from coming into contact with spray mist.

Proceed Low Absorbency Base Coat is recommended for Finish Design Specifications that require a tinted base coat as the first step.

Apply Proceed Rough Irregular Texture in a continuous application to avoid scaffold lines, section lap lines, and other visual deficiencies

Do not bridge expansion or control joints.

CLEANING:

Tools – Clean tools and equipment with soap and water. Dried material may be removed from tools using a citrus cleaner or acetone.

Adjacent surfaces – Remove Rough Irregular Texture immediately using water or, if dry, a cleaner such as Formula 409[®]. Rough Irregular Texture will be extremely difficult to remove after several days of drying.

Finished surface -- After 28 days, light scuff marks and non-staining soil may be removed from smooth applications of Rough Irregular Texture with a damp cloth or sponge or a mild detergent using light pressure without scrubbing.

SAFETY PRECAUTIONS:

Always use safe work practices. Avoid ingestion, excessive skin contact, and inhalation of concentrated vapors and sanding dusts.

RESPIRATORY PROTECTION: None required under normal use. When sanding or spraying, use a NIOSH P100 dust and mist respirator. If conditions warrant, a vapor respirator for protection against ammonia may be used.

VENTILATION: General dilution ventilation is recommended at a level sufficient to keep individuals asymptomatic to inhalation exposure.

PROTECTIVE GLOVES: Gloves are recommended.

OTHER PROTECTIVE CLOTHING OR EQUIPMENT: Safety glasses (with side shields) or goggles.

WORK/HYGIENIC PRACTICES: All Golden Artist Colors[®] products should be used in accordance with safe handling practices, including: do not eat, drink or smoke when working with materials, avoid excessive skin contact, wash after working with materials.

FIRST AID:

EYE CONTACT: Flush with water for 15 minutes. SEE DOCTOR if any symptoms persist.

SKIN CONTACT: Wash with soap and water. SEE DOCTOR if skin irritation occurs.

INHALATION: Remove subject to fresh air. SEE DOCTOR if symptoms persist.