



# SPECIFICATION INSTRUCTIONS:

## IdeaPaint Magnetic Primer with IdeaPaint PRO White Dry-Erase Top Coat

### REQUIRED:

- Pre-application meeting with manufacturer
- Participants: General Contractor and Paint Sub-contractor
- Goal: Train installer(s) on necessary steps to apply specialty coating

### P-1: Magnetic Primer

- Manufacturer: IdeaPaint
- Color Name: Magnetic Primer
- Finish: Flat
- Location: (to be entered by designer)
- Contact: IdeaPaint Customer Service (800) 393-5250 Option #5

### P-2: White Primer

- Manufacturer: IdeaPaint
- Color Name: White Primer \*or other approved primer
- Finish: Flat
- Location: To be applied over P-1
- Contact: IdeaPaint Customer Service (800) 393-5250 Option #5

### P-3: Dry-Erase Paint

- Manufacturer: IdeaPaint
- Color Name: PRO White
- Finish: Gloss
- Location: To be applied over both P-1 and P-2
- Contact: IdeaPaint Customer Service (800) 393-5250 Option #5

\* Please see page 2 for a list of approved paints and primers. Refer to [www.ideapaint.com/help](http://www.ideapaint.com/help) for installation instructions

# IDEAPAIN'T PREFERRED PAINTS & PRIMERS



We recommend use of the below primers & topcoat paints under IdeaPaint products. Any product not listed is not recommended. Ideapaint should be applied over a 100% acrylic Primer and topcoat paints. Do not use primers and topcoats containing vinyl, oil or alkyd. A tray with a disposable liner with lines (not the bubble kind) is recommended for best application. **DO NOT USE A BUCKET WITH A SCREEN, THAT WILL INTRODUCE AIR AND CREATE BUBBLES!**

## PREFERRED WHITE PRIMERS:

- IdeaPaint White PRIMER
- Sherwin-Williams Multi-Purpose
- PPG Seal Grip
- PPG Paints Gripper
- Kelly-Moore Kel\_Bond295
- Vista Paint CareFree Prime-Zall
- Kilz Premium Primer
- Ben Moore Fresh Start 046
- Dulux Trade Super Grip  
(UK/EU only)

## PREFERRED TOPCOAT PAINTS:

For use under Create Clear or when changing the color of the wall. Create Clear should only be applied over a 100% acrylic topcoat paint with a semi-gloss or gloss finish.

- California Paints Fres~Coat Premium Interior Paint & Primer or Ultra Aquaborne Ceramic Interior Paint
- Sherwin-Williams Solo, Duration, Harmony, or Emerald
- PPG: Manor Hall or Pure Performance
- Ben Moore: Regal or Regal Select
- Kelly Moore: Durapoxy 1685, Acryplex 1650
- Vista Paint 8400 Carefree
- Behr Ultra
- Valspar Signature
- Dulux Trade Diamond (UK/EU only)

## PREFERRED CLEAR PRIMERS:

For use when applying Create Clear over egg-shell, flat, or matte paint, or when applying Create Clear over topcoat paint that is not 100% acrylic or acrylic latex (ie. Vinyl)

- IdeaPaint Clear PRIMER
- Kilz Klear Primer
- Zinsser BIN Clear Primer

Ideapaint Clear PRIMER should never be applied over any primer. It must be applied over a topcoat paint.

## NEED HELP?

If you have questions about products or any part of the application process contact:



### Customer Service:

617•714•1050 | 800.393.5250



### Application Guides & Tech Docs

<https://ideapaint.com/pages/installation-and-specs>