

# IDEAPAIN INSTALLATION INSTRUCTIONS



These Instructions are **IMPORTANT**, Please Read Carefully.  
An experienced or professional painter should apply IdeaPaint.

## Required Materials (To install 1 IdeaPaint Kit / 50 sq ft) :

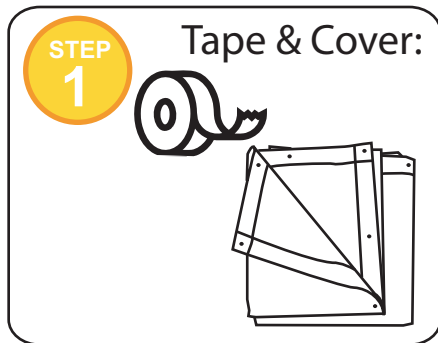
- Roller:** (1) Custom IdeaPaint 9" white foam roller (Included in kit)  
(1) Whizz or Rollerfoam Brand 4" white foam roller (Not included in kit)  
(1) Foam Brush 1-2"

**Primer:** Prime ALL surfaces with PVA Interior Latex Primer

Suitable Surfaces Include:

New drywall, previously painted drywall, cured plaster, blueboard, chalkboard, whiteboard, wood, and laminate.

## Surface Preparation:



STEP  
1

Tape & Cover:

Tape off edges with low adhesion masking tape and cover other areas to prevent unintended coating due to overwhelming excitement ...we know you feel it!



STEP  
2

Repair & Clean:

**IMPORTANT!:** The IdeaPaint surface will only be as smooth as the surface you paint over.

### PREP AND SMOOTH SURFACE THOROUGHLY!

**Repair** damaged areas and fill pinholes and nail holes with spackle.

**Sand** smooth any repaired or textured surfaces to a level 5 smoothness.

Skim coat surface if necessary. Being a high gloss coating, all imperfections and visible seams in the surface will telegraph through.

This includes roller lap marks.

**Scuff** all glossy and non-porous surfaces (includes old IdeaPaint, whiteboards, and laminate) using medium grit sandpaper (80-120).

**Clean** dirty areas and remove all dust using a clean dry cloth and Rubbing / Denatured Alcohol if needed.



STEP  
3

Prime & Let Dry:

**Prime** surface until the color of the existing surface does not show through.

Use **ONLY** PVA Interior Latex Primer and any **Foam Roller**.

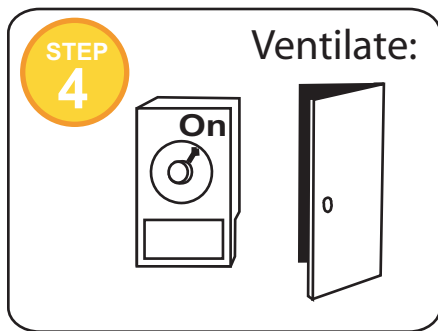
Allow primer to dry according to manufacturer's recommendations.

**Sand** smooth primed surface with medium to fine grit (120-150) sandpaper.

**Clean** off all dust using a clean dry cloth.

## Coating:

For best results coat wall or surface in a clean, dustless environment.



Product has a similar odor to (hardwood floor) polyurethane or epoxy.

Ventilate area by turning on HVAC System and opening windows or doors. Be sure to set the HVAC System to 100% fresh air exhaust only to prevent the odor from permeating to other areas in the building.

Avoid airflow that may contain dust or other contaminants.



Follow all safety precautions according to the IdeaPaint Material Safety Data Sheet.



**Pour** Part B into Part A.

**Stir** thoroughly for **2 Minutes**

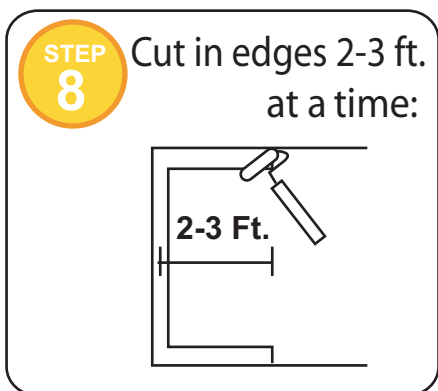
### If installing more than 1 kit of IdeaPaint:

Begin by removing safety clips from all cans and have all cans ready for mixing.  
Mix two kits of IdeaPaint.  
Pour mixed kits into a clean, dry tray or bucket.

Once you have applied approximately two thirds of these first kits, mix an additional kit and pour into the same tray or bucket. Replace roller cover and tray as you deem necessary.



Once mixed, you have **1 Hour** to apply coating.

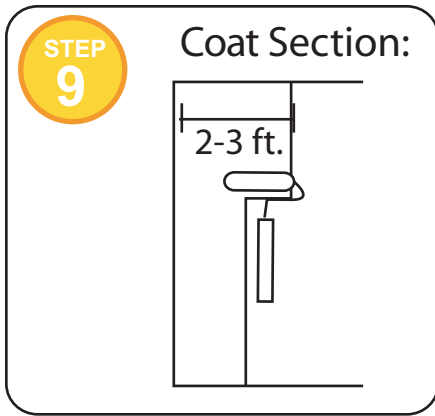


### IMPORTANT:

You will be coating the surface by working from one side to the other.

Begin by cutting in the edges of your first section only (approximately 2-3 foot wide section suggested). Use Whizz or Rollerfoam brand 4" white foam roller. Use a foam brush in corners if necessary (especially if the existing surface has trim in place).

The product dries very quickly, cut in as you go or roller marks will appear along edges.



Using the included Custom IdeaPaint 9" white foam roller, coat the entire 2-3 foot wide section from top to bottom using a back rolling technique. Be sure to coat the area with thin, even, solid coverage.

Inspect each section as you go.

Watch for speckled spots due to poor coverage.

Pick any debris out of the paint as you go. Make sure to repair immediately. **DO NOT SPRAY.**

**TIP: As you apply IdeaPaint inspect area for pinholes, speckled spots and drips.**

**Pinholes or Speckled Spots** = not enough IdeaPaint

**Drips** = too much IdeaPaint



Once you have perfected the area, repeat Steps 8 and 9.

Step 8 - Cut in Edges 2-3 feet at a time.

Step 9 - Coat Section (use back rolling technique)

Work your way from one end of the surface to the other.

Maintain a wet edge as IdeaPaint dries quickly and **CANNOT** be re-rolled.

IdeaPaint requires only **1 Coat**.

**DO NOT GO BACK TO TOUCH UP OR COAT AGAIN. IT WILL RESULT IN ROLLER MARKS!**



**Remove tape** within 1 hour of painting.

**Clean equipment** with acetone or denatured alcohol.

**Hang the "Your Ideas are Coming!!" sign(s) NEXT TO the paint**

IdeaPaint will be ready for use in **1 Week**.

Write on the included signs the date and time the IdeaPaint will be available for use.

If you have any questions please contact Customer Service at MDC Wallcoverings:

Phone: (800) 621-4006 Email: [info@mdc.com](mailto:info@mdc.com)