# Product Data Sheet

**White F/D Latex Traffic**  
**Marking Paint**  
**#11003W**

**Product Description**

A 100% acrylic latex fast drying marking paint for concrete, brick and bituminous surfaces. This product has been designed for painting centerlines, edgelines and auxiliary markings of highways, runways, parking lots, traffic aisles, crosswalks, etc.

**Performance Characteristics**

<table>
<thead>
<tr>
<th>Test Description</th>
<th>Test Method</th>
<th>Requirements</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color (white)</td>
<td>Fed. Std. 595 #37925</td>
<td>6 CIE Lab</td>
<td>Pass</td>
</tr>
<tr>
<td>Reflectance</td>
<td>ASTM E1347</td>
<td>85% minimum</td>
<td>Pass</td>
</tr>
<tr>
<td>Finesseness of Grind</td>
<td>ASTM D1210</td>
<td>3 Hegman min.</td>
<td>Pass</td>
</tr>
<tr>
<td>Dry Time No-Pick-Up</td>
<td>ASTM D711</td>
<td>10 minutes max.</td>
<td>Pass</td>
</tr>
<tr>
<td>Dry Through Early Washout</td>
<td>ASTM D1640</td>
<td>&lt;120 minutes</td>
<td>Pass</td>
</tr>
<tr>
<td>Flexibility</td>
<td>TT-P-1952E</td>
<td>Pass</td>
<td>Pass</td>
</tr>
<tr>
<td>Freeze-Thaw Resistance</td>
<td>TT-P-1952E</td>
<td>3 cycles</td>
<td>Pass</td>
</tr>
<tr>
<td>Accelerated Package Stabilty</td>
<td>TT-P-1952E</td>
<td>&lt;5 Ku change</td>
<td>Pass</td>
</tr>
<tr>
<td>Water Resistance</td>
<td>TT-P-1952E</td>
<td>Pass</td>
<td>Pass</td>
</tr>
<tr>
<td>Bleeding Ratio</td>
<td>ASTM D969</td>
<td>0.95 minimum</td>
<td>Pass</td>
</tr>
<tr>
<td>Dry Opacity</td>
<td>ASTM D2805</td>
<td>0.92 minimum</td>
<td>Pass</td>
</tr>
<tr>
<td>Abrasion Resistance Falling sand</td>
<td>ASTM D968</td>
<td>150 liters min.</td>
<td>Pass</td>
</tr>
<tr>
<td>Scrub Resistance</td>
<td>ASTM D 2486</td>
<td>500 cycles</td>
<td>Pass</td>
</tr>
</tbody>
</table>

**Product Characteristics**

- **Vehicle Type:** Acrylic Latex Polymer
- **Viscosity:** 85 to 90 Ku
- **Weight Solids:** 77% ± 1%
- **Volume Solids:** 60% min.
- **Pigment Solids:** 61% ± 1%
- **Density (weight per gallon):** 14.10 ± 0.20 lbs/gal
- **VOC:** (minus exempts): 88 g/L  
  (with exempts): 60 g/L
- **Dry time:** No-Pick-Up: 5 – 10 minutes  
  Dry Through: 10 – 15 minutes  
  (Note: Applied film thickness, relative humidity and temperature will affect dry time)
- **Shelf Life:** 12 months if unopened and stored in a cool area.

**Note:** These results represent actual control values when tested under laboratory conditions. To the best of our knowledge, the above technical data is true and accurate at the date of issuance but is subject to change without prior notice.

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**Davies Imperial Coatings, Inc.**  
**PDS-11003W**  
**Revision Date: 01/29/2015**  
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## Waterborne Traffic Marking Paint Application Requirements

### Surface Preparation

The surface to be painted must be dry and free of loose paint, grease, oil, and dirt. Striping paints will not adhere to unclean surfaces. New concrete must be allowed to fully cure before painting. Adhesion can be adversely affected by sealers and efflorescence on new concrete. These should be removed by etching, abrasive blasting, or allowing the surface to weather for an extended period of time. New asphalt should be allowed to age for several months. Shrinking of the paint film during drying can cause lifting or cracking of asphalt if the surface is not fully cured. Applying a test stripe to test for adequate cure of new asphalt is recommended. If painting new asphalt is necessary, using a reduced film thickness will minimize the possibility of asphalt lifting. Excessive film build will increase the chance of lifting.

### Coverage

Coverage is dependent upon user and usage. Normally, approximately 90 square feet per gallon. In terms of striping, approximately 20 gallons will stripe a 4-inch line one mile using a mechanical striping. Using a truck mounted spraying system, approximately 16 gallons will stripe a 4-inch line one mile. Over applying paint may cause “mud cracking” and may affect adhesion and longevity. Under applying paint may cause premature wear off and/or premature fading of color.

### Thinning

None is normally required, but a small amount of water may be added if needed. **DO NOT add gasoline, oil or any other petroleum-based products to waterborne paints.** Adding any amount of thinner may adversely affect dry time.

### Spray Equipment

Application equipment must be clean from all previous paint(s). The use of non-stainless steel spray equipment is strongly discouraged as an alkaline paint may “surface shock” when exposed to other mild metals. Only stainless steel or plastic spray equipment should be used.

### Application

Stir all containers thoroughly before using. Paint only in dry weather. Straining the paint when using spray equipment is recommended. May be applied by a marking machine, roller or brush. No surface priming is required. Apply to a wet film thickness of 14-16 mils to yield a dry film thickness of 8-10 mils. For best results apply at substrate temperatures of 50°F and rising. When using glass beads, 4 - 6 pounds of beads per gallon is recommended. If spraying, do not mix beads directly into paint. When striping in cold temperatures, the warmer the paint the easier it is to spray. Recommended application conditions: 50°F minimum and 90°F maximum. Apply at least 5 °F above dew point with a relative humidity below 85%.

### Clean Up

Clean all brushes, rollers, tools and paint lines immediately with warm water and a mild detergent to prevent drying. If drying does occur, a mild caustic solution should remove dried film.

### Drying Times

Dry times are dependent upon weather conditions both before and after application. See Product Characteristics for more information.

### Handling Safety

CAUTION! VAPOR HARMFUL. HARMFUL OR FATAL IF SWALLOWED. INJURIOUS TO EYES. KEEP OUT OF THE REACH OF CHILDREN! Avoid prolonged or repeated contact with skin. Avoid breathing of vapors or spray mist. Do not take internally. Close container after each use. Wear respirator, eye protection and protective clothing when handling. See SDS for further information.

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