



# TDS 2003

## TECHNICAL DATA SHEET

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### Product: Modern Masters® JWR Acrylic Paints

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**MODERN MASTERS® JWR ACRYLICS** were originally formulated for professional artists in the greater Los Angeles area in 1962 to fill the need for a versatile, concentrated, acrylic paint that could be used by fine artists, designers, graphic artists, and decorative artists alike. Modern Masters has created a full line of 100% artist acrylics with the necessary attributes that allow for different application techniques. Long brush stroke, high pigment concentration, consistent matte finish, interior and exterior durability, and compatibility with all other water-based paints have made Modern Masters the professional's choice for decorative artist acrylics.

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#### ARTIST ACRYLIC CODES AND COLOR NAMES:

101 Titanium White	102 Carbon Black
103 Raw Umber	104 Burnt Umber
105 Burnt Sienna	106 Raw Sienna
107 Yellow Ochre	108 Bright Organic Yellow
109 Azo Yellow Medium	110 Hansa Yellow
111 Mineral Orange	112 Bright Organic Orange
116 Naphthol Red Light	117 Naphthol Red Dark
118 Bright Organic Red	119 Quinacridone Magenta
120 Quinacridone Violet	121 Calbizol Violet
122 Thalo Blue	123 Ultra Marine Blue
126 Payne's Grey	127 Thalo Green
128 Chrome Oxide Green	129 Permanent Green Medium
130 Hooker's Green Hue	131 Bright Aqua Green
132 Brilliant Purple	133 Light Magenta
134 Light Portrait Pink	135 Naples Yellow Hue
136 Light Blue	137 Prussian Blue
180 Manganese Blue Hue	181 Thalo Turquoise
182 Cobalt Turquoise Hue	183 Red Iron Oxide
185 Unbleached Titanium	187 Violet Oxide
188 Graphite Gray	197 Quinacridone Red
210 Cerulean Blue Hue	211 Cobalt Blue Hue
213 Cadmium Orange Hue	214 Cadmium Yellow Medium Hue
215 Cadmium Red Medium Hue	

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	117	118	119	120	121	122	123	126	127	128	129	130	131	132	133
	134	135	136	137	180	181	182	183	185	187	188	197	210	211	213
	214	215													

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#### JWR ACRYLIC FEATURES:

#### ADVANTAGES:

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Comprehensive color range	A wide range of readily-available colors and hues for the widest array of creative effects
Interior/exterior permanent pigments	Excellent light-fast rated pigments for exterior murals and signage
Concentrated colors	Use JWR Acrylics to tint water-based glaze - used for decorative and faux painting - instead of expensive and limited universal colorants
Brushable consistency	Paints can be used straight for the jar without diluting and has a creamy, easy-to-brush consistency
Easily dispersed in water	Paints can be diluted easily in water for watercolor techniques and airbrushing
Matte finish	All colors dry to a consistent matte finish
Non-toxic	Perfect for decorative murals or stenciling in children's rooms

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#### SURFACE PREPARATION:

Modern Masters JWR Acrylic paints look their best when applied to a smooth, properly primed surface. First, repair any pre-existing nail holes or other surface defects and then properly prime the surface. Use a primer suitable for the prepared surface. For walls and exterior surfaces, we recommend **Zinsser Bulls-Eye 1-2-3®**. (Follow the application instructions for the primer.) To prime artist's canvas and other similar, smooth surfaces, apply one or two coats of Modern Masters Acrylic Canvas Gesso-White (156), or Acrylic Canvas Gesso-Black (156B).



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### **APPLICATION:**

Modern Masters JWR Acrylic paints are water-based artist-quality 100% acrylic paints. They are easily applied by brush, roll, or spray.

**Brushing:** Use a high-quality brush recommended for water-based paints.

**Rolling:** Use a high-quality low- or medium-nap roller.

**Spraying:** Use an HVLP spray gun with an air compressor. When spraying, be sure to use a properly fitting NIOSH approved breathing mask. JWR Acrylic paints may be thinned up to 40% with water for proper spray viscosity. For use with an **Air Brush**, thin 40 to 50% with water. **Important Note:** Thin gradually - over thinning will cause loss of hide.

**Coverage:** One gallon/3.78 liters will cover approximately 200 to 250 square feet/19 to 23 square meters.

**Film Properties:** Drying time at 70°F and 50%RH: Dry-to-touch is in approximately 15 minutes. Re-coat time is in approximately one hour. Full cure is in approximately 24 hours. Lower temperature and higher humidity will lengthen the dry and cure times.

**VOC:** Artist Acrylic paints, less water, contain less than 180 grams/liter VOC.

**Storage:** Close all containers tightly when not in use. Store in a cool, dry place. **Do not freeze.** If frozen, allow to completely thaw and come to room temperature before use.

**Clean Up:** Clean brushes, rollers, tools, and equipment with soap and warm water immediately after use. Do not re-use containers and properly dispose of all empty containers.

**Custom Colors:** Modern Masters can create individual colors prepared specifically for your needs. Minimum amounts and ordering lead-time apply, however.

**Packaging:** JWR Acrylic paints are available in six-ounce, sixteen-ounce, and one-quart clear plastic bottles, and in one-gallon clear plastic cans. All JWR Acrylic colors are also available in five-gallon plastic pails and 55-gallon drums on special order.

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### **HEALTH AND SAFETY:**

All JWR Acrylic paints are water-based and non-toxic.

**Warning!** If you scrape, sand, or remove old paint, you may release lead dust. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear a NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead)

**Skin contact:** Thoroughly wash with soap and warm water before the coating dries. Individuals with sensitive skin may require gloves.

**Eye contact:** Rinse with clean water for 15 minutes. Seek medical attention.

**Inhalation:** To help prevent irritation, use only in well-ventilated areas. If sanding or spraying, use a NIOSH approved breathing mask. If irritation occurs, move to fresh air. If irritation persists, seek medical attention.

**Ingestion:** Do not induce vomiting. Seek medical attention.

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**Manufactured by:** Modern Masters, Inc. Phone: 800-942-3166  
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Sun Valley, California 91352

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