

Mid-South "B" Series

Interior Latex Flat

B30 Series



CHARACTERISTICS

Mid South Acrylic "B" Series is a high hiding, scrubbable flat wall paint, with excellent low spatter application and touch up, to meet the expectations of professional painting contractors and homeowners in the Mid South. This product is recommended for interior applications on drywall, plaster, masonry, primed metal, and wood.

Color: Many Colors
To optimize hide and color development, always use the recommended P-Shadow primer.

Coverage: 325-400 sq. ft. per gallon
@ 4.5 mils wet; 1.6 mils dry

Drying Time, @ 77° F, 50% RH:

Touch: 1 hour

Recoat: 4 hours

Drying and recoat times are temperature, humidity, and film thickness dependent.

Finish: 0-5 units @ 85°

Tinting with CCE Only:

Base	ounce per gallon	Strength
Extra White	0-6	SherColor

White B30WV3500

(may vary by color)

V.O.C. (less exempt solvents):

80 grams per litre; 0.67 lbs. per gallon

As per 40 CFR 59.406

Volume Solids: 34 ±2%

Weight Solids: 51 ±2%

Weight per Gallon: 11.12 lbs.

Flash Point: N.A.

Vehicle Type: Vinyl Acrylic

Shelf Life: 36 months, unopened

COMPLIANCE

As of 08/07/2025, Complies with:

OTC	Yes
OTC Phase II	No
S.C.A.Q.M.D.	No
CARB	Yes
CARBSCM 2007	No
CARB SCM 2020	No
Canada	Yes
LEED® v4 & v4.1 Emissions	No
LEED® v4 & v4.1 V.O.C.	No
EPD-NSF® Certified	No
MIR-Manufacturer Inventory	No
MPI®	No

APPLICATION

Apply at temperatures above 50°F.

Reducer: Water up to 1 pint per gallon as needed.

Brush: Use a quality nylon-polyester brush.

Roller: Use a 1/2 to 3/4 inch nap synthetic cover.

Airless Spray:
Pressure 2000 p.s.i.
Tip .017-.021 inch

APPLICATION TIPS

Make sure the product is completely agitated (mechanically or manually) before use.

Priming and application of two coats at the recommended film thickness can help where hiding of a previous coating or application to new drywall is a factor.

Using the same method of application and batch to touch up with as that originally used will help improve touch up.

When original application was by spray, preconditioning of touch up paint by running it through the spray tip will help touch up appearance.

RECOMMENDED SYSTEMS

Block:

1 coat ConFlex Block Filler
2 coats Mid-South "B" Series Interior Flat

Drywall - Interior: Self-priming using 2 coats of Mid-South "B" Series Interior Flat

or

1 coat MasterPrep Latex Primer
1-2 coats Mid-South "B" Series Interior Flat

Masonry:

1 coat Loxon Concrete & Masonry Primer
2 coats Mid-South "B" Series Interior Flat

Plaster - Interior:

1 coat Loxon Concrete & Masonry Primer
2 coats Mid-South "B" Series Interior Flat

Wood:

1 coat Premium Wall & Wood Primer
2 coats Mid-South "B" Series Interior Flat

If the wood has bleeding (such as tannin or knot-holes), prime with tannin blocking primer.

Other primers may be appropriate.

When repainting involves a drastic color change, a coat of primer will improve the hiding performance of the topcoat color

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SURFACE PREPARATION

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.

Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Existing peeled or checked paint should be scraped and sanded to a sound surface. Glossy surfaces should be sanded dull. Stains from water, smoke, ink, pencil, grease, etc. should be sealed with the appropriate primer-sealer. Recognize that any surface preparation short of total removal of the old coating may compromise the service length of the system.

Caulking: Gaps between walls, ceilings, crown moldings, and other interior trim can be filled with the appropriate caulk after priming the surface.

Drywall: Fill cracks and holes with patching paste-spackle and sand smooth. Joint compounds must be cured and sanded smooth. Remove all sanding dust.

Masonry, Concrete, Cement, Block: All new surfaces must be cured according to the supplier's recommendations—usually about 30 days. Remove all form release and curing agents. Rough surfaces can be filled with ConFlex Block Filler to provide a smooth surface. If painting cannot wait 30 days, allow the surface to cure 7 days. Prime the surface with an Loxon Concrete and Masonry Primer designed to be applied to high pH concrete and masonry.

SURFACE PREPARATION

Mildew:

Clean mildew from the Surface: Mildew is a fungus that looks like dirt but won't wash off. Mildew must be removed before painting, or it will grow through any new coat of paint. To remove mildew or suspected mildew, scrub surface before painting with a commercial mildew remover following manufacturer's safety instructions.

Plaster: Bare plaster must be cured and hard. Textured, soft, porous, or powdery plaster should be treated with a solution of 1 pint household vinegar to 1 gallon of water. Repeat until the surface is hard, rinse with clear water and allow to dry. Prime as needed.

Wood: Sand any exposed wood to a fresh surface. Patch all holes and imperfections with a wood filler or putty and sand smooth. Prime as needed.

CAUTIONS

Protect from freezing.

Non-photochemically reactive.

Before using, carefully read **CAUTIONS on label**.

CRYSTALLINE SILICA Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area. Adequate ventilation required when sanding or abrading the dried film. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. **FIRST AID:** In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. **DELAYED EFFECTS FROM LONG TERM OVEREXPOSURE.** Abrading or sanding of the dry film may release crystalline silica which has been shown to cause lung damage and cancer under long term exposure. **WARNING:** This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. **DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN.**

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CLEANUP INFORMATION

Clean spills, spatters, hands and tools immediately after use with soap and clean warm water. After cleaning, flush spray equipment with compliant cleanup solvent to prevent rusting of the equipment. Follow manufacturer's safety recommendations when using solvents.