



ENVIRONMENTALLY PREFERRED PAINT

- ZERO VOC
- VERY LOW ODOR- PAINT
TODAY OCCUPY TONIGHT
- DURABLE, WASHABLE,
BEAUTIFUL
- PAINT "GREEN"
IN ANY COLOR



P PITTSBURGH[®] PAINTS

ENVIRONMENTALLY PREFERRED PAINT



pure performance[®]

ENVIRONMENTALLY GENTLE

PAINT THAT DELIVERS SUPERIOR PERFORMANCE

SUPERIOR PERFORMANCE

PAINT THAT IS ENVIRONMENTALLY GENTLE

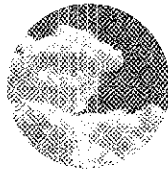
GREEN SEAL CERTIFIED

The first paint to receive the Green Seal Class A Certification for meeting environmental standards



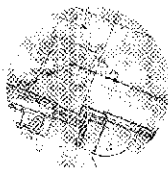
ZERO VOCs

Contains no volatile organic compounds (VOC), eliminating detrimental impact on air quality



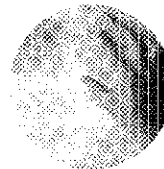
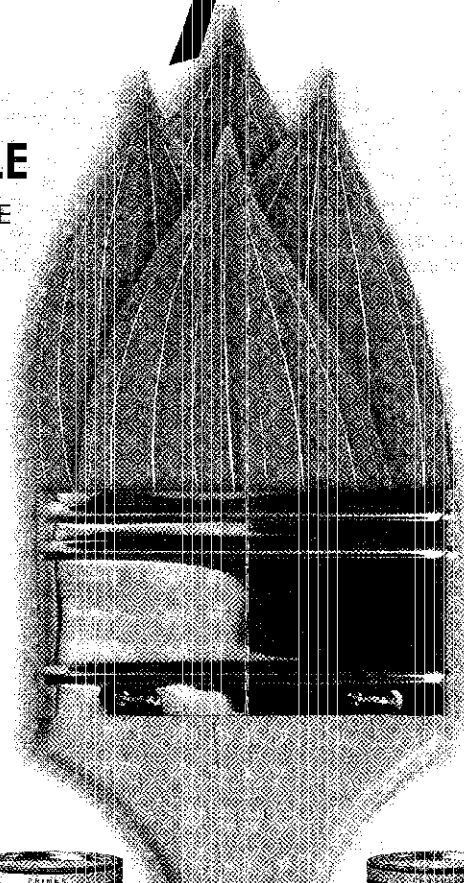
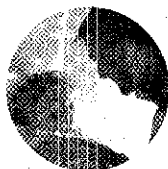
USED IN "GREEN" BUILDINGS

Architects choose Pure Performance for use on "Green Buildings" nationwide



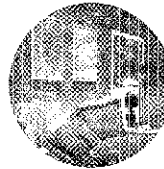
VERY LOW ODOR

Paint today and occupy the room tonight



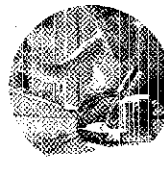
EXCEPTIONAL QUALITY

Durable, high-hiding, washable finish ensures long-lasting beauty



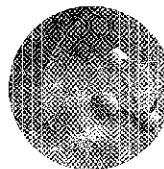
PAINT "GREEN" IN ANY COLOR

Available in over 1,800 clean, vibrant colors from the Voice of Color[®] design system.



EASY TO USE

Our topcoats are 100% acrylic, easy to apply and clean up with warm soapy water



RESISTS MOLD AND MILDEW

Anti-microbial properties resist mold and mildew on the paint film

4 GREAT FINISHES TO CHOOSE FROM

Pure Performance® is certified as a top quality paint by the Master Painters® Institute, an independent coatings testing organization recognized across North America.

FLAT

A durable, flat finish with excellent hiding and washability. Will help hide minor imperfections and irregular surfaces.

MPI certified in Category 143 (Gloss 1)



EGGSHELL

A rich and elegant, yet durable, finish that provides excellent hiding and washability.

MPI certified in Category 144 (Gloss 2)

SEMI-GLOSS

Ideal for use in areas where a tough, durable and scrubbable finish is desired. Good for use in kitchens and bathrooms.

MPI certified in Category 147 (Gloss 5)



PRIMER/SEALER

The best possible start to your project. Provides excellent surface sealing and adhesion.

SATISFACTION GUARANTEED

Our tradition of quality and performance since 1900 guarantees your satisfaction with Pittsburgh® Paints products. If at any point you are not completely satisfied with this product's performance, Pittsburgh Paints will furnish a replacement product or refund the purchase price - your choice. See label for complete warranty information.

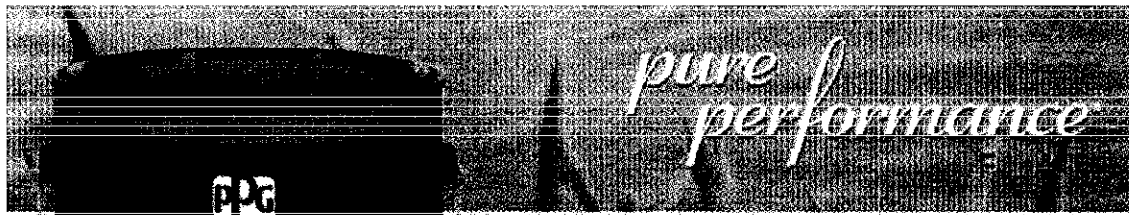
Pittsburgh® Paints uses 100% recycled plastic in its Pure Performance cans.



PITTSBURGH® PAINTS

PPG Architectural Finishes, Inc.
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PPG Canada, Inc. Architectural Finishes
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www.pittsburghpaints.com

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It's a concept that few manufacturers have managed to pull off. We, however, managed it beautifully. A paint that's environmentally gentle yet still offers superior performance. Pure Performance[®], with zero VOC and very low odor, its exceptional quality transforms any interior space.



DISCOVER MORE ABOUT
PURE PERFORMANCE[®]

Description

Certified as a top quality paint by the Master Painters[®] Institute (MPI), Pure Performance[®] is safe for all painting projects and guarantees professional results every time you use it.

- Zero Volatile Organic Compounds (VOC)
- Very low odor
- Can earn LEED credits
- Excellent hiding power
- Easy stain removal, washable
- Excellent touch-up
- Mold and mildew resistant on the paint film
- Soap and water clean-up

Available Colors

Tints to all 1,890 colors in The Voice of Color[®] System. [More info](#)

THE VOICE OF COLOR[®]
PPG PITTSBURGH PAINTS



http://www.ppgpittsburghpaints.com/our_products/interior_paints/pure_performance/index.htm

PURE PERFORMANCE® BY PPG
60-SECOND SPOT

ANNOUNCER:

Did you know it's possible to paint your room today and occupy it tonight – with no unpleasant or lingering odors? It is possible when you choose *Pure Performance* by PPG. *Pure Performance* is THE environmentally preferred paint – with very low odor and ZERO VOCs. And it offers superior hiding, washability, and stain removal. With *Pure Performance* you don't have to sacrifice being “green” for premium quality... which is why so many hospitals, schools and healthcare facilities demand *Pure Performance* for their jobs. And *Pure Performance* is available in nearly 2000 colors in the *Voice of Color* palette, not just the handful of colors offered by some other environmental paints. For better products, better service, better color tools and better results, head to your PPG *Pittsburgh* Paints dealer today and ask for the environmentally preferred paint that doesn't sacrifice quality – ask for *Pure Performance* by PPG. Available at... 10-second tag (customizable by dealer)

FLAT



pure performance

SATISFACTION GUARANTEED Limited Warranty

Our tradition of quality and performance since 1900 guarantees your complete satisfaction with PPG Architectural Finishes, Inc. products. If, at any point, you are not completely satisfied with this product's performance, PPG Architectural Finishes, Inc. will furnish replacement product or refund the purchase price - at your option. Guaranteed.

LABOR, COSTS OF LABOR FOR THE APPLICATION OF ANY PRODUCT, AND ALL OTHER DIRECT, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES ARE SPECIFICALLY EXCLUDED. To make a claim under this warranty, supply dated proof of purchase to the store where you purchased the product or to: PPG Architectural Finishes, Inc., One PPG Place, Pittsburgh, PA 15272.

This warranty gives you specific legal rights, and you may also have other rights that vary from state to state. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

Visit our website at
www.ppgpittsburghpaints.com
(00710)

INTERIOR-100% ACRYLIC LATEX

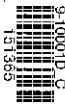
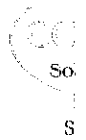
PREMIUM QUALITY | EXCELLENT DURABILITY

ZERO VOC • MINIMAL ODOR

WARNING!
HARMFUL IF SWALLOWED.
SKIN AND EYE IRRITANT.
See Back Panel for
Precautions and First Aid.

PURE WHITE 9-100

124 FL OZ / 3.66 LITERS



128038

02/1/2010

1040A01
1040A01

9-100
Pure White



pure performance® **FLAT INTERIOR - 100% ACRYLIC LATEX**

EXCELLENT HIDING POWER
 MINIMAL ODOR
 EASY STAIN REMOVAL - WASHABLE
 EXCELLENT DURABILITY

MILDEW RESISTANT ON THE PAINT FILM
 LOW SPATTER
 ZERO VOC
 SOAP & WATER CLEANUP

AVAILABLE IN MORE THAN 1,800 COLORS FROM THE VOICE OF COLOR® DESIGN COLLECTION

WHERE TO USE: Ideal for use on properly prepared interior walls and ceilings where a durable, premium quality flat finish is desired. Use on properly prepared and primed or previously painted drywall, plaster, masonry, wood, and metal surfaces.

COVERAGE: Approximately 400 sq. ft. (37.2 sq. meters) per U.S. gallon (3.78 Liters) on primed, smooth, nonporous surfaces. Coverage figures do not include material loss due to application. Some colors, drastic color changes, or porous surfaces may require more than one coat to achieve a uniform finish.

SURFACE PREPARATION: Surface must be dry. Remove all loose and peeling paint, dirt, grease, and any other surface contaminants. Putty all nail holes, and caulk all cracks and open seams. Sand all glossy, rough, and patched surfaces. Prime all bare walls, wood, drywall, plaster, masonry, metal, and porous surfaces with the appropriate PPG primer.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust or fumes. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST OR FUMES CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear a properly fitted, NIOSH-approved respirator and prevent skin contact 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 USEPA National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead. Follow these instructions to control exposure to other hazardous substances that may be released during surface preparation.

APPLICATION: Stir thoroughly. Apply with a high quality brush, roller, paint pad, or by spray equipment. When using more than one container of the same color, intermix to ensure color uniformity. No thinning usually required; if necessary, thin with up to ¼ pint (118 mL) of water per U.S. gallon (3.78 Liters) of paint. Apply only when air, product, and surface temperatures are between 50° F (10°C) and 90° F (32°C).

DRYING: Normally dries to touch in one hour at 77°F (25°C) and 50% relative humidity. Allow four hours before recoating. Drying times listed may vary depending on temperature, humidity, color, film build, and air movement. Wait at least 14 days after painting before cleaning the surface with a non-abrasive, mild cleanser.

CLEANUP: Clean tools with warm, soapy water.

DISPOSAL: Contact your local environmental regulatory agency for guidance on disposal of unused product. Do not pour down a drain or storm sewer.

PROTECT FROM FREEZING.

Calc. VOC = 0 g/L (0 lbs/gal)
 NONPHOTOCHEMICALLY REACTIVE



Signifies a PPG green product based on LEED standards as of 06-31-08. See www.pittsburghpaints.com/green

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 PPG Architectural Finishes, Inc.
 One PPG Place, Pittsburgh, PA 15272
 Made in U.S.A.

logical
 solutions from PPG®

see side for details.

PRECAUTIONS AND FIRST AID

CONTAINS: Water (7732-18-5), Titanium Dioxide (13463-67-7), Acrylic Polymer (Cert. Ltr.), Calcium Carbonate (1317-65-3), Acrylic Resin (Cert. Ltr.), Mica (12001-26-2), Diatomaceous Earth (61790-53-2), Sodium Potassium Aluminum Silicate (37244-96-5), Proprietary (Cert. Ltr.). Prevent all skin/eye contact and breathing of vapors/spray mist. **USE ONLY WITH ADEQUATE VENTILATION.** Wear protective equipment as specified on the MSDS, including appropriate NIOSH-approved respiratory protection where ventilation is inadequate and/or product vapors/dust are present. May produce toxic decomposition products. Mist or vapor generated by spraying this product may be harmful if inhaled. **FIRST AID:** If swallowed, gently wipe or rinse the inside of the mouth with water. Water may be given if person is alert. If skin/eye contact occurs, flush the affected areas with warm water for at least 15 minutes. Remove contact lens. A mild soap may be used on the skin if available. If inhaled, remove from area to fresh air. If breathing is difficult, get medical attention immediately. Get immediate Emergency Medical Treatment if overexposed. Take MSDS or label information. For workplace use, an MSDS is available from your retailer or by calling (412) 492-5555. **READ MATERIAL SAFETY DATA SHEET (MSDS) BEFORE USE.** Close container after each use. **KEEP OUT OF THE REACH OF CHILDREN.** Emergency Medical/Spill Information in US: (412) 434-4515.