100% Acrylic Latex Top Quality Paints

Most water-based paints are built on "latex" technology, which employs a tough, plastic-like material as the binder that holds the pigment together in a continuous film once dry. Different types of plastic-like material used: most latex paints in North America have either 100% acrylic, or have vinyl-acrylic (also called PVA).

A. **Benefits of 100% Acrylic:** 100% acrylic latex binders are more expensive than other types, but formulators choose to use them, particularly in more demanding applications because of higher performance. In **properly formulated, high quality formulations**, these features are available relative to vinyl-acrylics:

1. High adhesion under wet conditions; benefits include:
    a. Exterior: resistance to blistering caused by rain or other moisture
    b. Exterior: minimized chance for peeling and loss of adhesion
    c. Interior: stand up to cleaning, moist conditions

2. Water resistance: dry out quickly following rain, dew, etc.
    a. Exterior: minimized tendency to grow mildew
    b. Exterior: reduced tendency to collect airborne dirt
    c. Interior: resist softening when cleaned or soaked

3. Resistance to high alkalinity (high pH)
    a. Exterior: less chance of burn on damp or relatively fresh masonry
    b. Interior: stand up to alkaline cleaners

B. Other Features of Top Quality 100% Acrylic Paints:

1. Suitable levels and types of pigment are used without high levels of "extender" pigments. This provides a high degree of hiding power, while not compromising durability and resistance to cracking and flaking. Quality products are not made with high proportions of porous extenders that foster chalking or will cause the paint to absorb stains.

2. A high solids content helps provide a thick dry film which in turn is important for key properties including hiding, resistance to cracking and mildew, and general durability.

3. Generous portions of ingredients that enhance particular properties, such as mildewcides that control mildew growth in exterior applications, and titanium dioxide that maximizes hiding and whiteness.