

FARROW & BALL®

CRAFTSMEN IN PAINT AND PAPER

PRODUCT ADVICE SHEET

Dead Flat

All Farrow & Ball paints are eco friendly with low VOC (Volatile Organic Compounds) content and are water based giving them a low odor and quick drying time which benefits both you and the environment.

Available in:

100ml	750ml	✓	2.5L	5L	US Gallon	✓
-------	-------	---	------	----	-----------	---

In all Farrow & Ball colours. Available direct from Farrow & Ball (visit www.farrow-ball.com, email: NAsales@farrow-ball.com or call: (1)-888-511-1121), our Showrooms and selected stockists internationally.

Product Overview:

A traditional very flat Matte finish for interior woodwork, plaster and metal. Not suitable for furniture or areas of heavy wear. Not washable or wipeable.

Recommended Primer & Undercoats:

For use on interior woodwork	:	Farrow & Ball Interior Wood Primer & Undercoat
For use on metal	:	Farrow & Ball Metal Primer & Undercoat
For use on interior walls & ceilings	:	Farrow & Ball Wall & Ceiling Primer & Undercoat

Knotty or Resinous Wood Preparation:

Heat the knot to draw out any excess resin (we recommend using a hot air paint stripper). Scrape off any residue resin, and then thoroughly clean the area with white or methylated spirit. Allow the area to dry thoroughly before continuing.

New and Unpainted Interior Wood (Not Floors) Preparation:

Ensure all surfaces are sound, clean, dry and free from dirt, grease and other contamination. Fill any cracks, holes and open joints with an appropriate filler. To improve the paint's adhesion, lightly sand the surface. Prepare any filled, knotty or resinous areas as above and patch prime with Farrow & Ball Wood Knot & Resin Blocking Primer. Apply a diluted coat of Farrow & Ball Interior Wood Primer & Undercoat (20 % water) in the correct colour tone for your top coat, followed by one full (undiluted) coat. Allow a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Previously Painted Interior Wood (Not Floors) Preparation:

Ensure all surfaces are sound, clean, dry and free from dirt, grease and other contamination. Remove any areas of old paint which are peeling or blistering as flaking or peeling can occur if you paint over weak paint layers. Blend and 'feather' the edges of areas of old paint, as this helps to smooth out the surface. Fill any cracks, holes and open joints with an appropriate filler. Lightly sand the surface to improve paint adhesion. Patch prime any filled or bare knotty / resinous areas with Farrow & Ball Wood Knot & Resin Blocking Primer. Apply one coat of Farrow & Ball Interior Wood Primer & Undercoat, in the correct colour tone for your top coat (and allowing a minimum of 4 hours drying time between coats). Then apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Interior MDF Preparation:

Where possible always aim to use high quality MDF, as higher quality MDF tends not to suffer from raised fibres and so will not require surface sanding. Lower quality MDF may contain less tightly bound fibres, which may become raised as paint is applied. If the fibres do become raised, lightly sand the surface between coats to ensure a smooth finish. Lightly sand the edges of the MDF to provide a sound surface and to reduce paint absorption. Apply one coat of Farrow & Ball Wood Floor Primer & Undercoat, in the correct colour tone for your top coat and allowing a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats. Waxed or Highly Polished Surface Preparation: If you are painting onto previously waxed or highly polished surfaces, you will need to remove the existing coating of treatment by sanding back prior to painting. We recommend testing a small area as Farrow & Ball paints may not be compatible with some waxes and polishes.

Waxed or Highly Polished Surface Preparation:

If you are painting onto previously waxed or highly polished surfaces, you will need to remove the existing coating of treatment by sanding back prior to painting. We recommend testing a small area as Farrow & Ball paints may not be compatible with some waxes and polishes.

Ferrous Metal Preparation:

Thoroughly clean and degrease new and previously painted metal surfaces. Remove any weak paint and rust back to bare metal. Apply two coats of Farrow & Ball Metal Primer & Undercoat, in the correct colour tone for your top coat, and allow a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats. Cast Iron: We recommend that a specialist primer is applied to Cast Iron surfaces prior to painting as water-based primers may lead to flash rusting.

Non-Ferrous Metal Preparation:

Thoroughly clean and degrease new and previously painted metal surfaces. Remove any weak paint and lightly sand surface to improve adhesion of your primer & undercoat. Apply two coats of Farrow & Ball Metal Primer & Undercoat, in the correct colour tone for your top coat, and allow a minimum of 4 hours drying time. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Galvanised Metal Preparation:

Treat all surfaces with an Etch Primer or Mordant Solution, ensuring any excess product is removed before you begin painting. Apply two coats of Farrow & Ball Metal Primer & Undercoat, in the correct colour tone for your top coat, and allow a minimum of 4 hours drying time. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

Radiator Preparation:

This product is suitable for painting conventional hot water filled radiators where the surface temperature does not exceed 140° F. We do not recommend using this product to paint steam filled radiators which operate at a much higher temperature. Ensure the radiator is turned off and has cooled before you begin painting it. Thoroughly clean and degrease new or previously painted radiator surfaces. Remove any weak paint and rust back to the original surface. Apply two coats of Farrow & Ball Metal Primer & Undercoat, in the correct colour tone for your top coat and allowing a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats. Cast Iron Radiators: We recommend that a specialist primer is applied to Cast Iron surfaces prior to painting as water-based primers may lead to flash rusting.

New or Unpainted Plaster/Dry-Lined Surfaces (Modern Construction) Preparation:

If your plaster is new non powdery and sound you can simply apply a diluted coat of your chosen Farrow & Ball colour. Please note: British Standard 6150:2006 recommends a typical drying time for new plaster of 7 days for every 5mm thickness.

Suggested Maximum Dilution Rates:

Bare dry skim plaster/dry lined walls = up to 20% water. Bare dry plaster board = up to 15% water. Patch filled plaster = up to 20% water. NB: The dilution rate will depend on the porosity of the surface. We recommend you test the level of dilution on a patch to determine the level of dilution required. Dilute the top coat (of your chosen colour) with approximately 10% water and apply as a "mist" coat. Please note: When porous plasters are not sufficiently prepared, difficulties in application, variation in sheen or uneven colour may occur.

Previously Painted Walls Preparation:

Apply one coat of Farrow & Ball Wall & Ceiling Primer & Undercoat, in the correct colour tone for your top coat (and allowing a minimum of 4 hours drying time between coats). Then follow with two coats of your chosen colour to promote adhesion and full colour depth.

Painting Lining Wallpaper:

For unpainted Lining Paper apply one coat of diluted Farrow & Ball Wall & Ceiling Primer & Undercoat (maximum 15% water), in the correct colour tone for your top coat (see dilution details below) before applying two full coats of your chosen colour. NB: The dilution rate will depend on the porosity of the surface. We recommend you test the level of dilution on a patch to determine the level of dilution required. If you do not want to apply a primer and undercoat, as an alternative, you can dilute the top coat with approximately 10% water and apply as a "mist" coat. Please note: When porous papers are not sufficiently prepared, difficulties in application, variation in sheen or uneven colour may occur.

Using Interior Caulks & Sealants

Where small gaps and cracks require filling or sealing, best results are achieved with an acrylic based decorators' caulk which is a water-based, flexible filler. Use the minimum of caulk necessary as a smaller bead will dry quicker and will be less prone to cracking. Follow the manufacturer's application instructions and drying times (typically 2 – 3 hours) before applying your chosen Farrow & Ball finish. Estate Eggshell, Full Gloss and Dead Flat – 2 coats may be applied directly (allowing a minimum of 4 hours drying time between coats). Estate Emulsion and Modern Emulsion – Apply an undiluted coat of Wall & Ceiling Primer & Undercoat in the correct colour tone for your top coat (allowing a minimum of 4 hours drying time between coats) followed by 2 coats of your chosen top coat (once again allowing a minimum of 4 hours drying time between coats).

Painting Over Interior Wall Fillers

For best results always use a filler which has the same porosity and density as the surface which is being repaired. Fillers which have a different porosity or density may lead to visible differences in colour or tone. Follow the filler manufacturer's application instructions and drying times then apply a diluted coat (20 – 25%) of Farrow & Ball Wall & Ceiling Primer & Undercoat in the correct colour tone for your top coat (and allowing a minimum of 4 hours drying time between coats). Then follow with two coats of your chosen colour to promote adhesion and full colour depth. This product may not be compatible with highly alkaline/cement-based fillers.

Painting Over Interior Wood Fillers:

Follow the filler manufacturer's application instructions and drying times and patch prime with Farrow & Ball Wood Knot & Resin Blocking Primer. Apply a coat of Farrow & Ball Interior Wood Primer & Undercoat in the correct colour tone for your top coat. Allow a minimum of 4 hours drying time between coats. Apply two coats of your chosen Farrow & Ball finish, allowing the correct drying time between coats.

How to Apply Paint to Trim by Brush:

Stir thoroughly before use. By 'trim' we mean: Baseboards, picture rails, Chair rails, doors, door frames and architraves, interior window sills and window frames (providing they aren't plastic). Farrow & Ball paints are water borne, and unlike solvent borne paints, water borne paint is more resistant to sagging and you will achieve the best finish by painting a thicker coat. For best results use a quality fine-tipped synthetic bristled paint brush (e.g. Farrow & Ball Paint Brush). Load the brush well and apply a generous first coat. Brushing first in a vertical direction then in a horizontal direction until an even coating has been applied. Finish by 'laying off' the paint in one direction using light pressure, with the brush held at an angle of approximately 30°. Do not "overwork" the paint or attempt to brush it out in thin even coats as you would a traditional solvent borne paint as this may create excess brush marks. Allow to dry completely (for a minimum of 4 hours) before applying a second coat following the same technique as before.

How to Apply Paint to Trim by Roller:

Stir thoroughly before use. By 'trim' we mean: Baseboards, picture rails, Chair rails, doors, door frames and architraves, interior window sills and window frames (providing they aren't plastic). This paint finish can also be applied using a Medium Pile Woven Polyester Roller. This will provide a good finish with minimal stippling and is a quick method of application. However, where an optimum finish is required, we would recommend brush application using a Farrow & Ball fine-tipped, synthetic bristled brush.

How to Apply Paint to Walls by Brush:

Stir thoroughly before use. Ensure all surfaces are sound, clean, dry and free from dirt, grease and other contamination. Please note that flaking or peeling may occur if you paint over weak paint layers - to avoid this sand back any previous weak paint layers before you start painting. Where required apply Farrow & Ball Wall & Ceiling Primer & Undercoat to improve paint adhesion and promote depth of colour. Using a fine-tipped synthetic bristled brush, apply the paint in a vertical direction then spread the paint out evenly in a horizontal direction. On application of the final coat lay off the paint in a single direction to ensure that any brush marks and brush patterning effects (sometimes visible in certain lighting conditions) are minimised.

How to Apply Paint to Walls by Roller:

Stir thoroughly before use. Roller application - Using a medium pile woven polyester roller, apply the paint in diagonal strokes to create either an 'M', 'W' or 'V' shape. Fill in and over the shape you have just painted to spread the paint evenly. Repeat this process, working in small sections. Always work from dry to wet areas, maintaining a wet edge to minimise roller marks. On application of the final coat lay off the paint in a single direction to ensure that any roller patterning effects (sometimes visible in certain lighting conditions) are minimised.

Spray Settings:

Airless Spraying - Good results can be achieved by the set up of either 15 thou (381µm) 65° angle tip or 18 thou (457µm) 65° angle tip using a pressure of 2700 psi (186 bar). HVLP Spraying - Depending on the apparatus used, the paint may need to be diluted with water by up to 30%. Experiment with air control valve, material flow adjustment, fan size and spray pattern settings on a piece of cardboard or an inconspicuous area until a satisfactory finish is achieved. Apply several thin coats, allowing each coat to dry fully before applying the next one.

Advice for Repairing Damage and Touching In:

If your paintwork becomes damaged or marked you may need to repaint. To achieve the best results we recommend applying a single coat of paint over the entire wall or walls that have the damage, using the same batch of paint you originally carried the work out with. This best practice will avoid any noticeable variation in colour or finish. If you do choose to touch-in to repair damage, the following recommendations will help you achieve the optimum finish.

1. Always aim to use the same batch of paint. If you use a different batch, although we control colour to tight specifications, you may observe slight colour and sheen variations. If you are unable to use the same batch of paint we recommend that you apply a single coat of a different paint batch to an entire wall as any slight variations will be much less noticeable when observing from wall to wall.
2. Always use the same preparation techniques when you make any repairs as you used when you originally painted the wall. It may not always be possible to achieve a perfectly consistent finish - if for example you have used filler which has a different texture and absorbency to the rest of the wall, this may cause a slightly patchy finish.
3. Always use the same application tool and method as when you originally painted this wall. Ensure that the edges of the touched in paint are blended in "feathered" to make the transition between old and new paint areas less noticeable.
4. Over time the colour of the paint, whether on the wall or in the tin, may slightly alter. Therefore the newer the paintwork is, the better the finish you will achieve by touching-in.

Please note that when touching in the darker the colour and higher the sheen the more difficult it will be to achieve a uniform finish compared to lighter coloured, lower sheen paints.

Picture Framing:

As Dead Flat has a very Matte finish, care should be taken when painting darker shades of colour. Always keep a wet edge while painting as losing the wet edge during application can lead to a common decorating problem known as “Flashing” (a halo effect where two edges of paint meet).

Other Product Applications:

If you wish to use Farrow & Ball products for any applications which are not featured here, please contact Customer Services for advice on (1) 888-511-1121 or email customer.services@farrow-ball.com. Please note that calls may be recorded for training purposes.

Application Information:

Do not paint in temperatures below 50°F or in excessive heat above 86°F.

Coverage Rate (per coat):	Drying Time:
Up to 480ft ² per US gallon. 95ft ² per 750ml	Dry in 2 hours.
Typical Recoat Time:	Curing Time:
Recoat after 4 hours	Please note that some darker paint colours will take up to 14 days to achieve full hardness, strength and durability.
Recommended Number of Coats:	Sheen Level:
2*	2%

*Darker/stronger colours may require additional coats. Please note: The drying and Recoat times provided are based on applying paint in normal conditions - drying times may be longer in cooler and/or higher humidity environments. Darker colours may take longer to dry. Allow a minimum of 14 days before applying over solvent based coatings.

Density:	Wet Film Thickness:
1.2 - 1.4 g/cc	3.1 - 4.7 MILS (80 - 120 µm)
Application Humidity:	
< 80 % RH	
Substrate Moisture Content:	
Plaster Walls & Ceilings = < 0.5 %	Interior Wood = < 15 %
-	-

Colour Accuracy:

Check for colour accuracy prior to use as Farrow & Ball will not be liable for decorating costs caused as a result of an incorrect colour being applied. When more than one tin of the same colour is to be used ensure that batch numbers are identical or intermix before use. Stir thoroughly before use.

Water Contact:

To extend the service life of this finish, standing surface water should not be allowed to pool on horizontal surfaces.

Cleaning:

Dead Flat is not washable or wipeable. Please note that very Matte finish of this paint will mean that some colours will become marked or scuffed when washed. For areas of high wear consider using Farrow & Ball Modern Emulsion.

Clean Up:

Remove as much product as possible from brushes or rollers. Clean brushes / rollers with warm soapy water.

Storage Advice:

This product is water based and must be protected from frost and extreme temperatures. Use within 6 months of purchase. We accept no responsibility for the deterioration of contents or packaging after this date.

Environmental & Disposal Advice:

Do not empty into drains or watercourses. Dispose of contents/container to waste disposal site in accordance with local/national regulations. Contact the local Environmental Department for disposal instructions. Metal containers may be recycled.

VOC Content Information:

VOC (Volatile Organic Compounds) content 9 g/l (Low) when tested to US Environmental Protection Agency standards.

Formulation:

A water based paint made using a traditional alkyd binder.

LEAD 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 <http://www.epa.gov/lead>.

Health & Safety Advice:

Keep out of reach of children. Ensure good ventilation during application and drying. Do not get in eyes, on skin, or on clothing. If medical advice is needed, have product container or label at hand. IF ON SKIN: Wash with plenty of soap and water. Do not use solvent thinners or White Spirit. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. IF SWALLOWED: Call a doctor if you feel unwell. Safety data sheet available on request. All Farrow & Ball products comply with all applicable regulations, laws and standards which are administered by the Consumer Product Safety Commission (CPSC). Regulatory information and Safety Data Sheets are available at www.farrow-ball.com.

Contact Us:

For advice on colors, paint finishes or wallpaper our customer services team is on hand to help you, just call (1) 888-511-1121, email NAsales@farrow-ball.com, or write to us at Farrow & Ball, Unit 11, 310 Judson St, Toronto, Ontario, Canada, M8Z 5T6. Please note that calls may be recorded for training purposes.

Disclaimer:

The information given in these specification sheets and technical advice – whether verbal, in writing or by way of trials – is for guidance and is given in good faith but without warranty, since skill of application and site conditions are beyond our control. For further information please contact our Customer Services Department. We can accept no liability for the performance of the products arising out of such use, beyond the value of the goods delivered by us. This does not affect your statutory rights.