ACE LearningPlace retail training

# Paint Terminology

| Terms | Definitions |
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| 100% Acrylic Latex | Great coverage, excellent adhesion, and ability to expand and contract while sticking to all surface types. |
| Alkali Resistance | Reduces white salt residue which can appear on masonry surfaces. |
| Block Resistance | Capability of paint, when applied to two surfaces, not to stick to itself upon contact when pressure is applied. |
| Burnish Resistance | Capability to resist the increase in gloss or sheen of the paint film when rubbed, scrubbed or brushed up against; more noticeable in darker colors. |
| Ceramic Microspheres | Opaque fine particles used to replace inexpensive fillers to improve hardness and add burnish, scrub and abrasion resistance. |
| Flow and Leveling | Provides a smoother film resulting in improved applied hiding. This means there is a more uniform film on the surface…fewer peaks and valleys. |
| Low Temperature Capabilities | Apply to exterior products at temperatures down to 35 degrees Fahrenheit instead of the normal 50 degrees Fahrenheit. |
| Mildewcide+Algaecide | Combination of these two ingredients keeps the surface from allowing mold, mildew and algae growth for a longer period of time. |
| Pigmentation | Pigment is a component of paint. It is a coloring material usually a finely ground powder which does not dissolve. It is suspended in a liquid vehicle to become the coloring material in paint. |
| Scrub Resistance | Interior walls can be washed without damaging the paint film. The higher the scrubs the longer the paint film will last before it erodes through to the previous layer. |
| Surface Modifier | Paint additive that reduces the ability of dirt and airborne pollutants to stick to the paint surface. Your surface looks cleaner longer. |
| Vinyl Acrylic | Vinyl modified acrylic latex typically used in less expensive paints. |