



At Participating Stores



PRODUCT RECOMMENDATIONS

PAINT OPTIONS & RECOMMENDATIONS

Learn about Clark+Kensington® Paint + Primer in One

FEATURES	Valspar® Optimus™ Stands up to anything	Valspar® Aspire™ Long-lasting color	Clark+Kensington® Amazing performance	Royal® Trusted Classic
				
Stain Resistance	★★★★★	★★★★★	★★★★★	★★★★★
Durable, Scrubbable	★★★★★	★★★★★	★★★★★	★★★★★
Coverage & Hide	★★★★★	★★★★★	★★★★★	★★★★★
Smooth Finish	★★★★★	★★★★★	★★★★★	★★★★★
Paint & Primer in one	✓	✓	✓	✓
Precise Color Matching	✓	✓	✓	✓
Lifetime Warranty	✓	✓	✓	✓
GREENGUARD Gold Certified	✓	✓	✓	✓
Valspar Color Guarantee	✓	✓	✓	✓

Applicator Guide

ROLLER NAP	RECOMMENDED FOR
¼" to ⅜"	untextured plaster, smooth wood, wallboard, drywall, metal
⅜" or ½"	most walls and ceilings, lightly textured drywall or wood, acoustical tile
¾" or 1"	textured plaster or stucco, paneling, decks, concrete block
1¼" or 1½"	heavily textured plaster or stucco, rough wood, brick



Helpful Hint

Use a 5-bar or cageless roller frame which allows the roller cover to maintain a circular shape for smooth application.

BRUSH	RECOMMENDED FOR
1" to 1½" angle or flat	hobbies and crafts
2" to 2½" angle sash	window frames, cutting-in edges of walls, ceilings, molding
2" to 2½" angle or flat	baseboards, cabinets, furniture, railings
3" to 4" flat	exterior siding, decks, fences, masonry, broad walls, doors
nylon-polyester blend	water-based latex paints
bristle	solvent-based paints



Helpful Hint

For latex paint, use a top quality Ace synthetic or nylon brush. Do not use a natural bristle brush – the water will cause it to swell and flare out resulting in poor application.



How to choose the right paint brush and roller

PROJECT CHECKLIST

PROJECT CHECKLIST

Everything you need to get painting!

CLEAN

Cleaners

- ☐ Bleach/Mildew Remover
- ☐ Mild Detergent
- ☐ Wall Cleaner/TSP

Additional Items

- ☐ Bucket
- ☐ Sponges
- ☐ Scrub Brush
- ☐ Wire Brush

WALL PREP

Patch & Repair

- ☐ Caulk/Caulk Gun
- ☐ Paint Scraper
- ☐ Spackle
- ☐ Sandpaper/Sanding Sponge
- ☐ Putty Knife
- ☐ Wood Filler

Additional Items

- ☐ Ladder/Step Stool
- ☐ Painter's Tape*
- ☐ Screwdriver

PAINT

Applicators

- ☐ Brush (Angled)*
- ☐ Brush (Flat)
- ☐ Extension Pole
- ☐ Paint Pad
- ☐ Paint Tray/Liners*
- ☐ Roller Covers/Frames*

Additional Items

- ☐ Drop Cloth*
- ☐ Ladder/Step Stool
- ☐ Paint Pouring Spout
- ☐ Primer
- ☐ Rags

CLEAN-UP

Cleaning Tools

- ☐ Bucket
- ☐ Mild Detergent
- ☐ Paint Thinner

- ☐ Rags/Shop Towels
- ☐ Sponges
- ☐ Trash Bags

SAFETY

- ☐ Dust Mask
- ☐ Protective Gloves
- ☐ Safety Goggles



*Paint Project Essential



INTERIOR

ACE YOUR PAINT PROJECT

Easy Techniques and Recommendations for Best Results!



1

GET READY

How Much Paint Will You Need?

Below is a general guideline. For more accurate calculations for your specific room size, use the paint calculator at [thepaintstudio.com](https://www.thepaintstudio.com).

SMALL ROOM 5'L x 8'W 8'H	MEDIUM ROOM 12'L x 15'W 8'H	LARGE ROOM 20'L x 25'W 10'H
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Walls	1 Gal.	Walls	2 Gal.	Walls	3 Gal.
Trim	1 Qt.	Trim	1 Gal.	Trim	1 Gal.
Doors	1 Qt.	Doors	1 Qt.	Doors	1 Qt.
Ceiling	1 Qt.	Ceiling	1 Gal.	Ceiling	2 Gal.

How to choose the right paint for the job: paint calculator and sheen selection

Determine if You Need a Primer

Primer Needed If Painting Over	Primer Recommendation
Stains (Water, Smoke, etc.)	Stain Blocking Primer
Wallpaper	Oil-Based Primer
Paneling	Primer/Sealer
Dramatic Color Change	Primer/Sealer
Bare Metal	Rust Preventative (Ferrous Metal) Galvanized & Aluminium (Non-Ferrous Metal)
Newly Spackled Surfaces	Primer/Sealer

Note: Specialty paints and primers are recommended for plastic, fiberglass, and laminate. Wall paint is not recommended for these surfaces.

Need a bit more detail? Simply look for this icon, which indicates that a DIY-friendly, how-to video with detailed instructions is available at [thepaintstudio.com](https://www.thepaintstudio.com)

2

SELECT YOUR SHEEN

Sheen	Room	Surface
FLAT Non-reflective	Living, Dining, Bedroom, Home Offices, Hallways	Walls & Ceilings
EGGSHELL Low lustre	Living, Dining, Bedroom, Home Offices, Hallways, Kids' Rooms	Walls & Trim
SATIN Luminous	Living, Dining, Bedroom, Home Offices, Hallways, Kids' Rooms	Walls & Trim
SEMI-GLOSS Radiant	Hallways, Kitchens, Bathrooms, Utility Rooms	Walls, Trim, Doors, Furniture
HI-GLOSS Glass-like	Kitchens, Bathrooms	Trim, Doors Furniture, Cabinets

How to choose the right paint for the job: paint calculator and sheen selection

Helpful Hint
Satin, semi-gloss and high-gloss finishes are durable and easy to clean.

LOW LEVEL OF SHEEN
Shows fewer imperfections
Washable

FLAT
EGGSHELL/SATIN
SEMI-GLOSS
HIGH-GLOSS

HIGH LEVEL OF SHEEN
Shows more imperfections
Scrubable

PREPARE YOUR SURFACE

Protect Floors and Remove Furniture

- Move furniture away from walls to center of room.
- Cover everything with drop cloths.
- Using a screwdriver, remove all switch plates, outlet and vent covers.

How to Prep a Room for Painting



Painting New Surfaces

Before painting, surfaces should be:

CLEAN SOUND SMOOTH DULL DRY

DRYWALL

- Prime with PVA Drywall Primer
- Spackle any gouges and sand smooth. Wipe clean of sanding dust.

PLASTER

- Allow to dry 30 days before priming
- Prime with 100% Acrylic Primer

WOOD

- Sand to smooth surfaces
- Wipe clean
- Prime with stain blocking Primer/Sealer or Enamel Undercoater

3

Previously Painted Surfaces

Before painting, surfaces should be: clean, sound, smooth, dull, dry

CLEAN



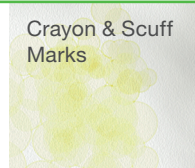
Free of visible dirt and debris



Add mild detergent to a bucket of water. Wash walls and rinse thoroughly.



To remove, mix one part bleach to three parts water. Let stand for 30 minutes, scrub area and rinse well. As a non-bleach alternative, use a packaged mildew remover. Wear goggles and protective gloves.



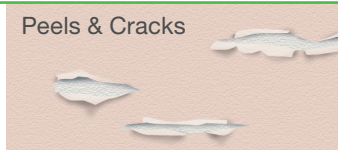
Remove with soap and water.

Helpful Hint
Mr. Clean® Magic Eraser sponge works great on removing dirt and marks.

SOUND



Stable surface with no peeling or cracking



Scrape or sand the area to remove loose paint. Apply patching material where applicable. Sand the finishing area.*



If caulk around windows is cracking or pulling away, remove and recaulk.

SMOOTH



No visible sign of surface roughness



Nail Holes

Fill hole with spackle and remove excess. Sand the finished area blending evenly with the surface.

How to Patch Small Holes in the Wall

DULL



No gloss or shininess

Satin, semi-gloss or high-gloss surfaces should be scuff-sanded with a fine grit sandpaper or sanding sponge.*

DRY



Free of moisture

Ensure the surface is free from moisture or leaking. Do not paint over wet surfaces.

***For homes built prior to 1980, test for lead-based paint before scraping or sanding. If lead is present, follow paint label directions.**

4

PAINT!

Mask and Trim Windows

- Apply Painter's Tape to edges of trim and ceiling.
- Press edge firmly to prevent seepage under the tape.

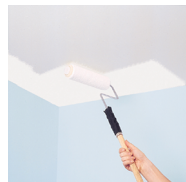
How to Use Painter's Tape

Paint in this order: ceiling, walls, window, doors, trim

Ceiling



Cut in where the ceiling and walls meet.



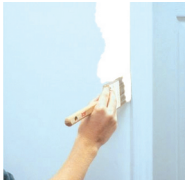
Paint across the width (shortest distance) of the ceiling.

How to Paint Walls & Ceilings

Helpful Hints
Lightly moisten the roller cover with water before loading paint.

Finish the strokes in the same direction.

Walls



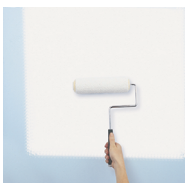
Cut in around the edge of the woodwork.



Paint in a "V" or "W" pattern.

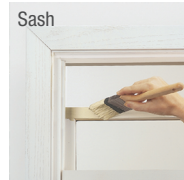


Fill in with horizontal strokes.



Finish with slightly overlapping vertical strokes in the same direction.

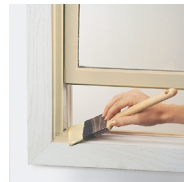
Windows



Paint outside sash, crossbars and frame (except bottom).



Repeat for inside sash (except top).



Move windows towards closed position. Paint edges, window casing and sill.

Helpful Hint
Open upper and lower windows at same time.

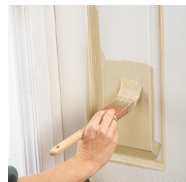
Helpful Hints
Use Painter's Tape for masking. Do not use masking tape as that will tear the paint film. Remove Painter's Tape before the paint dries to avoid removing the paint with the tape.

How to Paint a Door

Doors

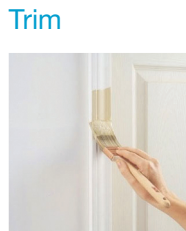


Paint inside panel molding first.



Fill inside the panels, then finish the remainder of the door.

How to Paint Trim



Hold the handle of the brush lightly near its base and flex bristles while applying. Repeat every 4-6".

5

CLEAN-UP AND DISPOSAL

Finishing Steps

- Carefully remove painter's tape before the paint dries to avoid potentially removing the paint with the tape.
- Re-attach switch plates, outlet and vent covers.



How to Clean Up After Painting

Wash and Clean

- For water-based paints, clean with soap and water.
- For oil-based paints, follow label directions.



Keeping Tools in Good Condition

- Wipe excess paint from brushes and rollers.
- Clean brushes, rollers, tools and hands with soap and water. If using oil-based paints, follow label directions.
- Refer to labels for specific product instructions.

Leftover Paint

- Give leftover paint to a neighbor or a charitable organization.
- Visit www.earth911.com for recycling options in your area.
- Where there are no restrictions, a non-toxic disposal option is to add paint hardener to latex paint. When the paint has hardened, it can be disposed of through curbside pickup.

Helpful Hints
If you re-use stored paint, pour paint through cheese-cloth or a fine mesh screen to strain out any dried bits or dirt before painting.

For a more polished look, caulk after painting.