

Paint Vocabulary

Acrylic: A type of synthetic polymer used as the binder for high-performance water-based paints and caulks.

Adhesion – The ability of a dry paint film to remain attached to the surface.

Binder: A component of paint that “binds” the pigment particles into a uniform, continuous paint film, and makes the paint adhere to the surface.

Bleeding: A migration of material from the substrate, causing discoloration of the paint.

Build (of Film Build): The thickness that a paint tends to be applied in, when using the normal application technique for that paint

Burnishing – The formation of shiny areas on a painted surface, because of rubbing or washing.

Coating: A appoint, stain, varnish, lacquer, or other finish that provides a protective and/or decorative layer over a substrate.

Coverage – The spread rate of a paint or coating, usually expressed in square feet per gallon.

Cutting in: the painting of a surface adjacent to another surface.

Durability – The degree to which a coating can withstand the effects of the environment to which it is exposed

Enamel: Technically, and enamel is a colored varnish, or high gloss paint. Generally, the term is used for high quality, dirt-resistant paints that may have a sheen level from satin to glossy. These coatings are used for more demanding applications as in kitchens, bathrooms etc.

Film Build – Refers to the thickness of the dried paint film.

Flow or Leveling – The ability of a coating to even out upon application, so that brush and roller marks are not visible.

Gloss or Sheen – This shininess or reflectiveness of a coating. Flat, Matte, Eggshell, Satin, Semi-gloss, High Gloss.

Hide – The ability of a coating to adequately cover an existing coating or colored substrate.

Hue: The basis of a color, e.g. whether it is a red or green. Lighter or darker variations are still the same hue. Thus, a light red and a deep red are of the same hue.

Lacquer: Coating based on synthetic thermoplastic film-forming material which is dissolved in organic solvent. Dries by solvent evaporation.

Latex Paint: Water-based paint made with a synthetic binder (“Latex”) such as acrylic, vinyl acrylic, or styrene acrylic latex.

Mar Resistance – The ability of a coating to resist visual damage caused by light abrasion, impact, or pressure.

Paint and Primer in one – The ability of a coating to achieve the desired color and sheen in fewer coats.

Primer – Primary coat designed to provide adequate adhesion between the surface and topcoat or to solve issues a standard paint will not solve.

Surfactant Leaching – A residue that can appear on an exterior surface when latex paint is applied in humid and damp conditions. Prevalent in darker colors or when dew points are very close to air temperature. Can usually be washed off or sometimes go away in about a month.

Touch-up – Application of paint on small areas of painted surfaces to repair misses, mars, scratches, and places where the coating has deteriorated, to restore the finish.

VOCs – Volatile Organic Compounds, solvents released in the air as paint dries, mostly in oil or solvent based paint, very small amounts in water-based products.