



Hirshfield's

Paints • Wallcoverings • Window Fashions

*Family-owned
Since 1894*

Fall Exterior Painting Tips from Hirshfield's

While fall can be an excellent time to paint the exterior of your home, there are a few special precautions that need to be taken.

Most exterior paints and stains should not be applied in temperatures lower than 50° F. However, Hirshfield's Paint Manufacturing has a complete line of premium 100% acrylic latex paints and primers that have been **specially formulated to be used in temperatures as low as 35°F.**

Ideally air and surface temperatures should not drop below 35° for 36 hours after application to allow proper drying and film formation.

Following are some other tips to make your fall painting project successful:

- As a general rule of thumb, the **best hours of application** in the fall are between 10:00 a.m. and 3:00 p.m.
- When possible try to start your painting on the sunny side of the house and follow the sun around (this is just the opposite of painting in the summer).
- **Lower temperatures mean slower drying and longer curing times.** Be sure to allow ample time between coats, generally 24 hours. This is especially critical when using darker colors (more colorant) or when applying a latex paint over an alkyd primer.
- **Watch those dew points!** The dew point is the temperature at which moisture will condense on a surface. Paints, stains, or primers should not be applied unless the surface temperature is at least 5° higher than the dew point.

Remember that all surfaces to be stained or painted need to be clean and dry. If dew forms on a painted surface that hasn't had a chance to cure properly, you may experience some water spotting or surfactant leaching problems, especially in darker colors.

Exterior Paints we recommend for Fall

PLATINUM EXTERIOR™ – *Ultra Premium 100% Acrylic Exterior Coating*

Hirshfield's Platinum Exterior™ has been formulated with the latest innovations available, including crosslinking technology. This technology provides a thick, continuous, flexible paint film that is guaranteed for life. Platinum Exterior™ will form a tough protective film that bridges small gaps and minor imperfections, and fights the harshest of elements.

HOUSECOAT – *Premium 100% Acrylic Exterior Housepaints*

Housecoat series paints are formulated with a resin-based additive that gives the paint film hydrophobic properties. **Advanced Moisture Shield Resin Technology** resists the effects of dew or light rain on the newly painted surface in half the time of conventional paints.

Hirshfield's Premium Housecoat series uses only the highest quality pigments and resins available to the industry. This paint will withstand the harsh elements of our region and will resist fading, peeling and blistering. Housecoat products are designed for high performance and durability.