

Hirshfield's Paint Manufacturing

Contractor Centric Training

Overview



Key Interior
Products



Specialty Products



Pro Painter Select /
MHB / 2021
Comparison



New Additions



Resources



Platinum Ceramic

- Paint and primer in one
- Ceramic resin provides extreme durability in low sheen finish
- Available in matte, eggshell, and satin
- Microban additive for superior mold and mildew prevention
- Our finest interior paint



Reserve

- Paint and primer in one formulation
- Low VOC making it ideal for bedrooms and busy living areas
- Ultra Premium performance in flat matte and eggshell.
- Excellent coverage and hide



Wash & Wear

- Classic flat wall paint with high end look
- Excellent touch up
- Superior burnish resistance and washability



Top Scrub

- Classic vinyl acrylic formula for easy flow and leveling
- Attractive lower sheen eggshell finish
- High end burnish resistance and durability
- Trusted name in our market



Traditions

- Easy to use very low spatter.
- Competitively priced to compete with economical products in our market.
- Available in flat, eggshell, satin, and semi-gloss finishes.
- Low odor and self priming over previously painted surfaces.



Contractor select premier

- Available in Flat, Low Gloss Eggshell, Eggshell, and Semi-Gloss
- Outstanding touch up, ideal for all projects
- Maintains a higher film build when sprayed resulting in better durability.
- Wide variety of applications making it ideal for everyday painter.



Heavy Duty Enamel

- 100% Acrylic interior or exterior trim coating
- Available in eggshell, satin, or semi-gloss
- Very durable water base enamel for interior doors and trim
- Excellent brush, roll, or spray application
- Currently only available in pastel bases



Dry Fall

- Quick drying product for use on warehouse type bar joist ceilings and falls dry from ten feet
- Spray application
- Contains rust inhibitors to prevent bleed through
- Available in flat and eggshell. Can be tinted to neutral base colors, comes in a super white and ready mixed black.



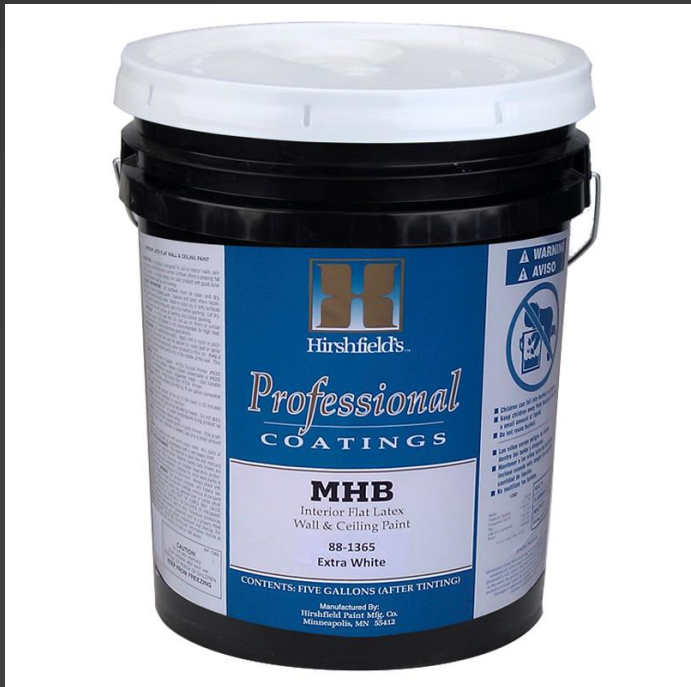
Hi-Build

- Provides the same thickness as 2-4 coats of conventional paint
- Spray application
- For use on commercial projects over new sheetrock
- Creates an even appearance over drywall tape lines
- Available in flat and eggshell



Pre-Cat Epoxy

- Ideal for high traffic areas in commercial spaces
- Extremely durable in a single component coating
- Available in eggshell and semi-gloss
- No measuring, mixing, or induction period
- Great for schools, healthcare facilities, public buildings and areas subjected to frequent abuse and cleanings



MHB / 2021 / 1370

Comparison

Pro Painter Select

- Flat finish ideal for smooth ceilings.
- Higher quality resin resulting in excellent hide
- Easy to spray or roll
- Can be used as first coat on new drywall

MHB

- Engineered for new construction in residential and commercial applications
- Can be used on new drywall
- Does not break down equipment as quickly as competitive products

2021

- Similar to MHB in color and sheen
- Fit a need when raw materials were very scarce
- Same easy to spray and roll application properties

New Additions

Reserve Flat 3590 – Flat finish to compete with Duration and Emerald Flat. High performance flat in ultra premium product line.

Pro Performance Eggshell 74090 – Production eggshell aimed at larger commercial projects and property management customers.

Acrylic Multi Surface – Excellent prime and finish all in one where the ability to prep surfaces is difficult if not impossible. Perfect product to coat areas where surfaces are exposed to excessive dust, fumes, or other airbornes making cleaning very difficult.

78090 Premier Semi-Gloss – Added to offer a higher sheen and to make the line more complete in a family of finishes. Great for property management where durability is needed.

Resources

Hirshfield's website for SDS / TDS

Sell sheets available from DC

Crossover sheet

Vocabulary sheet