

# WISE OWL PAINT



## The Science of Chalk Style Paint vs. Latex Paint

	CHALK STYLE PAINT	LATEX PAINT
<b>Adherence</b>	Minerals and pore space in paint <b>permit adherence</b> to most surfaces without priming.	<b>Requires sanding and priming for proper adhesion</b> in most cases.
<b>Distressing</b>	<b>Distresses with ease.</b> May be wet distressed or distressed with implements. Strengthens as it cures.	<b>Will gum up when distressing.</b> Activates glues present in Latex paint which results in chunky or stretchy removal.
<b>Brushstrokes</b>	Chalk Style is self leveling. <b>Brushstrokes will diminish or disappear while drying.</b> Easily sanded away with 275+ grit sandpaper.	<b>Generally produces many brushstrokes</b> compared to Chalk-Style paint. Can not be sanded away without impacting the finish.
<b>Coverage</b>	<b>Excellent coverage</b> due to mineral capacity, viscosity, and the increased pore space of Chalk style paint.	<b>Requires more paint per square foot</b> because of how Latex paint pigments work without a high mineral/clay formula.
<b>Temperature Sensitivity</b>	<b>Paint composition withstands hotter and colder temperatures</b> once painted. Pore space permits expansion and contraction without weakening.	Paint <b>strength is extremely temperture dependent.</b> Exposure to heat can make the finish rubbery, stretchy, or even flake off entirely.
<b>Your Health</b>	<b>No crystalline silicates within the paint,</b> meaning you can distress and sand without fear of dust and crystalline silicate particles damaging lungs.	<b>Usually contains crystalline silicates.</b> These silicates are abrasive to the lungs in the same way as asbestos, requiring special safety equipment.
<b>Durability</b>	Needs to be sealed for lasting durability. <b>Wise Owl's Matte or Satin Varnish are industrial-strength topcoats</b> for high traffic or outdoor pieces.	Require <b>water based topcoat to achieve the tenacity and strength</b> to protect the Latex paint finish.
<b>Matte Finish</b>	<b>Produces desirable matte finish.</b> Can be changed by selecting Satin Varnish as topcoat to add sheen if desired.	Comes in matte to semigloss, but <b>the shinier the finish, the weaker the bond with the surface.</b>
<b>Blending</b>	Presence of clay in Wise Owl Chalk Synthesis Paint <b>lends itself beautifully to blending techniques and layering.</b>	Blending with Latex paint <b>does not</b> incorporate well and results in more <b>severe, blotchy finish.</b>

### It's Science!

*Learn about Wise Owl Paint and what makes our Chalk Synthesis Paint so different than other paints on the market.*

### Proper Prep!

*Let's chat about preparing your surface for paint.*

### Product Specs!

*Wise Owl Paint coverage, application tips, and more.*

# WISE OWL PAINT

www.wiseowlpaint.com

## The Guide to Wise Owl Products

### • CLEAN!

---

If you clean your project before sanding, you won't gum up your sanding paper with dirt and grime.

The best way to clean depends on the level of filth and the existing finish. Always remove all flaking or peeling paint from the piece with GreenEZ Stripper. If it's not adhering now, putting our paint on top won't make it better, it will just prevent our finishes from properly bonding.

#### *Recommended Cleaning Solutions:*

- For cabinets: GreenEZ Cleaner! Scrub cabinets down well with the solution. Use a green scrubby sponge to remove all oils and buildup. Once you are done make sure to rinse well with water; paint finishes will not adhere unless cleaners are completely washed away.
- For smelly pieces and tobacco smells: Green EZ Cleaner is awesome! After a good scrub I generally finish with a rag and vinegar to neutralize any residual odors. As always, rinse cleaners completely from the piece with water.
- Alligator varnish or unstable oil-based varnish: These finishes will generally affect adhesion. Why? These old varnishes had a wax in them that rises to the surface after 100+ years and needs to be removed or your finish could peel and/or crackle. Depression era pieces are often culprits, as well as old singer tables. Use denatured alcohol to scrub and soften the buildup then sand with a drywall sponge to make removal easiest. This is especially important before using the One Hour Enamel!

### • SAND!

It's never a bad idea to at least do a quick once over with a sanding block. Usually this is Nothing vigorous! Just quickly to be sure there are no uneven surfaces or grit left on the piece.

- Laminate or other very slick surfaces: Scuff sanding before priming or painting will give the paint something to grip on to. This will help ensure the best adhesion and durability of the finish.
- Cabinets: Since cabinets are so heavily used, it's a great idea to scuff sand cabinets well before priming and painting.

What's the  
**biggest**  
thing that  
**makes or**  
**breaks**  
a painter?

**Failing to**  
**Use**  
**Quality**  
**Products**  
**and**  
**failure to**  
**PREP!**

# WISE OWL PAINT

www.wiseowlpaint.com

## PREP AND PRIME!

---

An ounce of prevention is worth a pound of cure. Man, I sure hate it when my mom is right, lol. It's much easier than getting to the topcoat stage where the tannins present in the wood will rise to the surface and discolor it (think ugly yellow/orange/pink spots). If this happens, stop what you are doing, prime the entire piece in 2 coats, then start over. After painting for a while, you will be able to better guess who's a bleeder and who's not. Or you just eventually figure out that priming most pieces is just more efficient and cost effective in the long run!

### GreenEZ Furniture Stripper and Cleaner

An all-natural, ecofriendly furniture stripper and cleaner (degreaser) that actually works! GreenEZ is an extremely effective, environmentally friendly compound that combines powerful coatings and adhesive removal action without fumes or dangerous chemicals.

- GreenEZ Furniture Stripper is available in ½ gallon
- Finishing Cleaner is a degreaser and is ideal for cleaning all furniture pieces and cabinets prior to priming/painting! It is available in the quart size.



### Stain Eliminating Primer

Wise Owl Stain Eliminating Primer is available in Clear, Light Gray, Dark Gray, White, in Quarts and Gallons. It will effectively block tannins AND it is an amazing bonding primer. Coverage per Quart: Approximately 160 square feet!

- Apply 2 coats
- Wait 4-6 hours between coats of primer. This dry time is what seals in those stains and tannins.
- After painting, wait 24 hours to apply topcoat.
- If you are painting a light color, we recommend using the white primer. If you are painting a dark color, use the Dark Gray, use the Light Gray under reds and yellows, OR if you plan on distressing always use the clear primer.
- Priming is especially important if you are painting anything white that is a Depression era piece! I cannot stress this enough. These things will BLEED! Clean well and always use our stain eliminating primer before painting these.
- Woods that are notorious for bleeding are Mahogany, Cherry, and Red Oak.
- It is recommended to prime with Wise Owl Primer before using the One Hour Enamel for extreme adhesion of the paint to surfaces. This increases durability and longevity. Cabinets, tile, and floors should ALWAYS be primed without exception.
- If spraying, may thin primer with water if needed but not more than 10%.



# WISE OWL PAINT

www.wiseowlpaint.com

## PAINT!

---

### Chalk Synthesis Paint

Our Chalk Synthesis paint adheres to stained, painted, or wood furniture, metal, glass, fabric, and more. You will appreciate its ease of application and superior coverage. Available in various brilliant colors that can be used for a number of different paint techniques.

- Clay based mineral paint
- Super saturated, highly pigmented colors
- Self-levels
- Zero VOC's & No Crystalline Silicates
- If spraying, thin with water according to sprayer directions
- 30-day cure time
- Topcoat Required
- Available in Pints, Quarts, and Gallons. A pint (16oz by volume) covers approximately 80sq feet & Quart (32oz by volume) covers approximately 160sq feet.



### One Hour Enamel Paint

An incredibly tough fast dry acrylic enamel for interior and exterior use on surfaces that require quick return to service and an abrasion resistant finish. With its' quick dry, sand and re-coat times, ONE HOUR ENAMEL helps you get the job done faster than conventional acrylic finishes. This paint puts cabinets, doors, and windows back in service much quicker than with competitive acrylic finishes.

- 90% cured in One Hour after paint is fully dry. Fully cured in 14 days.
- Self-levels with a Satin Finish
- Built-in topcoat that dries to a stone-hard finish
- Very Low VOC's—these dissipate quickly with rapid dry time
- Available in Quarts and Gallons. Coverage per Gallon is approximately 400 square feet.
- Do not use Wax over Enamel
- Recommended recoat time is 2 hours
- Recommend: Wise Owl Primer before use for superior adhesion
- Recommended roller: microfiber 3/16 inch
- If spraying, you may thin with water if needed but not more than 10%
- If using Glaze over Enamel, no need to use Varnish first. Apply glaze right over Enamel. Must seal the glaze with Varnish or Clear OHE.
- Do not overwork. Lay down enough paint so that it has enough product to self-level but avoid drips.
- If using Enamel on a floor or countertop, SATIN OHE Clear is recommended as a top coat if you are painting a light color, if it is in a high traffic area, or if it is in a place that will see heavy moisture/spills such as kitchens and baths.
- Do NOT use clear shellac as a primer with One Hour Enamel! It will cause the paint to crackle.



# WISE OWL PAINT

www.wiseowlpaint.com

## One Hour Ceramic Luxury Interior Paint

100% acrylic matte wall finish formulated with 3m Ceramic Microsphere Technology that offer superior stain resistance and supreme depth of color. This true matte finish hides imperfections and disperses light; this allows the most depth of color without sheen. OHC has a unique softness to the touch that is to be celebrated!

- Supreme Stain resistance properties! The strength and scrub-ability of OHC is fantastic!
- Self-priming on most surfaces! (drywall, cured plaster, and masonry substrates). Bare metal or wood should be primed with Wise Owl Stain Eliminating Primer.
- Self-leveling! Application is a breeze with self-leveling properties. It is engineered to reduce or eliminate any drag and to promote a more user-friendly painting experience. This gives novice painters an edge and produces professional results!
- Coverage-350-400 sq ft/gal.
- OHC is extremely low VOC at 50 g/l. It is engineered to reduce or eliminate any drag by increasing open time.
- Recoat time: 1-2 hours depending on color, climate, and application.
- Not for outdoors. Formulated for interior walls only.
- Application is a breeze with self-leveling properties.
- Surface must be dry and free of all dust, debris, and loose paint. It will adhere to anything clean, dry and dull. When primer is needed use Wise Owl Stain Eliminating Primer. Stir thoroughly. Apply with a brush, roller, or spray. For optimal results use a 3/8" nap roller cover. Flow on generously, brushing lightly from unpainted to painted areas. For spray application this product may be thinned with water. Do not exceed thinning with more than one pint of water per gallon.
- Easy soap and water clean-up.



## DECORATIVE FINISHES & FAUX EFFECTS!

### Glaze

- Available in 8 oz (1/2 pints) and 16 oz (pints)
- 21 gorgeous colors, including metallics
- Can be used to highlight details, for washes, and as a stain
- Water based for easy clean up
- If using to highlight details, to extend open time apply one coat of Varnish before applying glaze.
- Wipe excess glaze back with a lint free cloth.
- Can be used right over the One Hour Enamel Paint
- Glaze must be sealed with Wise Owl Varnish
- Use Metallics over any paint color to give that color a metallic finish



# WISE OWL PAINT

www.wiseowlpaint.com

## Heavy Metals Metallic Gilding Paint

- Available in 4 oz sets or individual 8 oz jars
- 6 stunning metallic colors
- Self-leveling, smooth finish
- Super tough finish
- No topcoat needed for most applications
- Use on an entire piece, or just on details
- Great for hardware
- Blends beautifully

Heavy Metals



## Saltwash

- A texture additive that won't dilute your paint color!
- Perfect for creating faux finishes, such as patina, rust, sea glass, raised stencils, beachy texture, and more!
- Available in 10 and 40 oz cans!
- A Saltwash Kit includes a 10 oz Saltwash, a mixing container, and a chip brush!



## TOP COATS!

---

### Matte & Satin Varnish

- Available in Pints-Plus (18 oz) and Quarts (32 oz)
- Tough as nails
- Crystal Clear Formula—zero amber resins
- Rated for outdoor use with 3 thin coats
- Self-levels
- Recommended to wait 24 hours after painting to apply first coat of Varnish. Then recommended Varnish recoat time is 4 hours.
- Lay it down quickly, do not over work! Work in small sections
- 30-day cure time



# WISE OWL PAINT

www.wiseowlpaint.com

## One Hour Enamel Clear

- Available in Quarts and Gallons
- Choose from 3 finishes: Matte, Satin, and Semi-Gloss
- Self-levels
- Can be used over Chalk Synthesis Paint, Glaze, and Stain
- 90% cured 4 hours after dry, next day return to service
- Fully cured in 14 days.
- Apply in thin coats

ONE HOUR ENAMEL | CLEAR



WISE OWL  
PAINT

## Wax made with 3 different Waxes

- Apply with brush, wipe away excess with a lint free cloth
- 30-day cure time
- All natural, no solvents or fillers
- Available in 4 oz and 8 oz tins
- Clear without Hemp Oil, Black Hemp, Black Walnut Hemp
- Used to seal paint or bare/stained wood
- Colored wax can be used to “stain” wood
- Hemp and Coconut Oils for conditioning, 3 different waxes for increased durability



## Salve made with Hemp Oil, Coconut Oil, and 3 different Waxes

- Clear
- Scented and Unscented (unscented is food-grade)
- Available in 4, 8, and 32 oz tins
- 30-day cure time
- All natural, no solvents or fillers
- Same protection and application as Wax
- Used to seal paint or bare/stained wood
- Moisturizes and renews wood, leather, metal, stainless steel, etc
- Great for wet sanding
- Hemp and Coconut Oils for conditioning, 3 different waxes for increased durability



# WISE OWL PAINT

www.wiseowlpaint.com

## Hemp Oil, 100%

- Available in 16 oz
- Buttery soft finish
- Use to seal paint or bare/stained wood
- Has a natural amber color, so it may discolor white
- Moisturizes and renews wood
- 30-day cure time
- All natural, no solvents or fillers
- Great for wet-sanding and wet-distressing



## Furniture Tonic

- Available in 16 oz
- Buttery soft finish
- Use to seal paint or bare/stained wood
- Moisturizes and renews wood
- 30-day cure time
- All natural, no solvents or fillers
- Great for wet-sanding and wet-distressing
- Easy pump dispenser with a thick, glass bottle
- Matte finish
- Available in Scented and Unscented



## Tools!

---

### Cling On! Brushes

*Cling On!* paint brushes are the favorite brush among furniture painters.

- Synthetic bristles of the highest quality
- Designed for comfort with Ergonomic handles to balance the weight in your hand
- Self-cleaning when suspended in water
- Stainless Steel Ferrule
- Decreases brush strokes for a super smooth paint finish
- Designed for use with water-based products (*Chalk Synthesis Paint, One Hour Enamel, Varnish, and Glaze*)
- Can use for Oil Based products like Salve, Wax, and Hemp Oil with a dedicated brush (brush should not then be used for water-based products)
- Available in a variety of shapes and sizes to meet all needs



# WISE OWL PAINT

www.wiseowlpaint.com

## Wise Owl Premium Brushes

*Made from premium synthetic filaments to maximize pickup and release, durability, and tip sharpness. Epoxy bonded filaments to ensure less filament loss*

- Stained handles
- 2-inch palm brush has an ultra-firm stiffness specifically designed for wax and salve application on large surfaces
- The 1.5-inch round brush has a firm stiffness
- The remaining brushes have a medium-firm stiffness



## • General Product Use & Storage Recommendations

---

- Weather can affect the way products behave and dry times, especially temperatures and humidity!
- It is recommended that paint and products be used and stored in temperatures above 65 degrees F.
- Before using any liquids, be sure to stir very well, scraping the bottom of the can and incorporating all parts of the product together. Stir this way every time before use, even between coats.
- Never dip your brush into the can! Once you have thoroughly stirred your product, pour a small amount into a disposable cup or paper plate and dip your brush into that. Dipping your brush directly in the can introduce bacteria, dust, and debris into the product and is not recommended.
- When using your Cling On! Brush in combination with the Chalk Synthesis Paint line, it is recommended that your brush bristles be slightly damp while painting. Many professionals even spritz water on the piece of furniture as they are painting to avoid their brush dragging! Dragging is what causes more noticeable brush strokes and should be avoided.
- Round and Oval Cling On! Brushes have a string wrapped around the base of the ferrule. Do not remove this string; they help to keep the bristles shape.
- Cling On! Brushes can be stored suspended in water, but this is not a must. If you are suspending your brush, be sure to not allow the bristles to rest on the bottom to maintain bristle shape and to keep the water level below the stainless-steel ferrule to avoid rusting.
- It is recommended to wipe the lip of the can after you pour off paint. Immediately replace the lid, assuring to get it sealed completely to keep air out.
- To assure the highest quality products, our paint cans are delivered with clips in place; this keeps the lids on to avoid air and spills during transit. These are easily removed with needle nose pliers or a flat head screwdriver.
- And finally, our best recommendation is to HAVE FUN and don't be afraid to experiment. After all, it's just paint!

# WISE OWL PAINT

www.wiseowlpaint.com

## The Science of Wise Owl Varnish vs. Clear One Hour Enamel

	WISE OWL VARNISH	CLEAR OHE
<b>Sizes</b>	Wise Owl Varnish is available in Pints and Quarts.	Clear One Hour Enamel is available in Quarts and Gallons.
<b>Sheens</b>	Available in Matte and Satin.	Available in Matte, Satin, and Semi-Gloss.
<b>Cure Time</b>	Approximately 30 days. Light use until cured. Do not expose to heavy use or water until after 30 days.	90% cured in 4 hours. Fully cured in 14 days. Return to normal service next day.
<b>Ability to Sand</b>	The Varnish is easier to sand.	More difficult to sand due to fast cure time.
<b>Water Ring Resistance</b>	Good resistance once fully cured.	Better and faster water ring resistance.
<b>Clarity</b>	Crystal clear, non-yellowing. Extremely clear cast. Zero amber resins, impossible to get yellowing from the Varnish itself.	Non-yellowing. Enamel-like resin that is slightly amber cast. Should not yellow but a slight color change could be noticed when applying over a bright white.
<b>Application</b>	Sprays beautifully at 100% strength. Do not dilute. Use a quality, synthetic brush. Do not overwork. Will self-level. Roller not recommended.	Sprays beautifully at 100% strength. Do not dilute. Use a quality, synthetic brush. Do not overwork. Has some self-leveling capabilities. Roller not recommended.
<b>Advantages</b>	Longer open time. Self-levels very well. More forgiving due to longer open time. Crystal clear. Choice of 2 sheens. Ease of sanding. Suited for use outdoors with 3 thin coats. Industrial strength. Supreme abrasion resistance. Very low VOC's.	Super fast cure time. Quick return to service. Superior water ring resistance. Suited for outdoor use. Choice of 3 sheens. Industrial strength. Supreme abrasion resistance. Very low VOC's.

### It's Science!

*Wise Owl Paint:  
Innovated  
By  
Science*

### Priming:

*Wise Owl Primer is a stain-blocking and bonding primer all in one! Use it under light colors of Chalk Synthesis Paint to prevent wood tannins. We recommend always using it under the One Hour Enamel Paint for superior adhesion!*

# WISE OWL PAINT

[www.wiseowlpaint.com](http://www.wiseowlpaint.com)