

Technical Data Sheet

Wildfire Luminescent Paints

Fluorescent Pigmented Water Base Acrylic
Blacklight Color Balanced
Brush, Roll or Spray Apply
Super Saturated Pigmentation
The Most Powerful Luminescence Available



Visible Colors

Bright Green (WF143)
Bright Orange (WF140)
Bright Red (WF141)
Brilliant Yellow (WF144)
Deep Blue (WF146)
Deep Violet (WF139)
Deep Yellow (WF145)
Hot Pink (WF142)
Magenta (WF147)
Optical White (WF191)

Invisible Colors

Invisible Blue (WF192)
Invisible Green (WF297)
Invisible Orange (WF201)
Invisible Red (WF287)
Invisible Yellow (WF203)

Protective Sealer

UV Inhibitor Varnish (WF998)

Phosphorescent Color

Glow Green (WF202)

Modern Masters® *Wildfire Luminescent Paint* is the leading edge in UV visual effects paints and coatings for all entertainment industries, including television and motion picture studios, theme parks, themed attractions as well as prominent Dark Ride Design/Builders and Haunted House builders and night club venues.

The *Wildfire Luminescent Paint* line includes 10 Daylight/Blacklight Visible Colors, 5 Daylight Invisible "White"/ Blacklight Visible Colors, as well as a line of 6 Daylight "Clear" and Invisible/ Blacklight Visible Colors. An after glow, Phosphorescent Green and the *Wildfire UV Inhibitor Varnish* (WF998) a premium quality, non-yellowing 100% acrylic, water base varnish, round out this versatile line. The *UV Inhibitor Varnish* (WF998) is formulated to have the optimum level of clarity with the least amount of sheen, while protecting the fluorescent pigments from destructive UV-B and UV-C, while still allowing the paints to glow bright under UV-A blacklight, extending the life of the effect.

Surface Preparation – Follow standard practices and procedures for properly preparing surfaces for the application of traditional water-based acrylic paint. All surfaces to be painted must be entirely free of dust, dirt, oil, grease, and other contaminants. Completely

remove all loose, flaking, or chalking paint from the surfaces. Use a NIOSH approved respirator when sanding and when working with old, loose paint particles. Provide adequate ventilation. **Note:** For best results apply over a smooth primed white surface. Properly prime the clean, dry surface with a white primer from our **recommended list of primers** and allow the surface to dry completely—preferably overnight. **Note:** Lower temperature and higher humidity will lengthen the dry and cure times of primers.

Recommended Primers:

Bulls Eye 1-2-3 by Zinsser

Sierra Griptec by Rustoleum

Substrates: previously painted surfaces, muslin or canvas, unfinished drywall, textured drywall, vinyl siding & shutters, paneling and wall covering, masonry & brick, cured stucco, cast concrete, Hardiboard & Hardiplank, unfinished plywood, particle board, galvanized metal, direct to clean metal, PVC piping, Tile or Laminate.

For MSDS and Technical Data Sheets for these primers go to www.modernmasters.com and search in our technical section of the web site.

For Architectural Specifications visit ARCAT.com and search for Modern Masters Inc. or under a specific product name.

Application Conditions – Wildfire Paints are meant for interior surfaces only. Keep away from direct sunlight as the fluorescent pigments will fade in approximately 3 months or less when exposed to sunlight. Do not apply in temperatures below 50°F/10°C or above 85°F/29°C. Note: Lower temperatures and/or higher humidity will lengthen the dry and cure times. Higher temperatures and/or lower humidity will speed up the dry and cure times.

Application – Modern Masters Wildfire Paint can be brushed, rolled, or sprayed onto any paintable, properly primed, interior surface. Wildfire Paints look best when spray applied. Stir the paint well before using.

Brushing: Use a high-quality brush recommended for water-based paints.

Rolling: When rolling, work in approximately 4-foot wide sections, keeping a wet edge.

Spraying: To spray Wildfire Paint, use an airbrush, conventional cup gun, an HVLP gun, or an airless spray unit. Thin as needed--but carefully--as over-thinning of the paint may result in loss of hide and a reduction of the desired appearance. We recommend a starting point of thinning with water or Roscoe P-50 water base fire retardant at 30%, when using spray equipment and thinning 40-50% with water or Roscoe P-50 water base fire retardant when using an airbrush. Multiple thin coats are more effective than thick coats and produce a more uniform finish. When spraying, use a properly-fitting, NIOSH approved respirator per the manufacturer's instructions.

Tinting – All Wildfire Paints can be intermixed to create an unlimited color palette, including earth tones and skin tones. Mix colors together while working under blacklight for best results. You can achieve deeper color tones by intermixing non-fluorescing paints in the same tone or color range. We recommend Modern Masters JWR Artist Acrylics. Be sure to check daylight and blacklight results before applying to your project.

Dry Times – Dry-to-touch is approximately ½ hour. Recoat time is approximately 1 hour. Note: Dry times recorded at 70°F and 50%RH. Lower temperature and/or higher humidity will lengthen the dry and cure times. Higher temperatures and/or lower humidity will speed up the dry and cure times.

Protective Clear Coating – In certain applications, Wildfire Paints may require the use of a protective top coat. The Wildfire **UV Inhibitor Varnish** (WF998) is formulated to have the optimum level of clarity with the least amount of sheen, while protecting the fluorescent pigments from destructive UV-B and UV-C, while still allowing the paints to glow bright under UV-A blacklight, extending the life of the effect.

The painted surface must be fully cured (approximately 24 hours) prior to application. For best results and maximum protection, a minimum of two (2) coats of varnish is recommended.

Coverage – One gallon/3.78 liters will cover approximately 250 to 300 square feet/23 to 27 square meters. Approximately 1.5 mils dry film thickness per coat. A minimum of 3 mils dry film thickness is required for hide and full color development.

Clean Up – Clean brushes, rollers, tool, and equipment with soap and warm water immediately after use. Do not reuse containers and properly dispose of empty containers.

VOC: Wildfire Paints are compliant under SCAQMD Rule: 1113, Graphic Arts Coatings category and contains <100 grams per liter of VOC, regulatory measurement. The UV Inhibitor Varnish contains <350 grams /liter VOC. The VOC content for each color is available upon request. Wildfire Paints contain No Hazardous Air Pollutants.

Handling & Storage – Close tightly all containers when not in use. Store in a cool, dry place, away from direct sunlight. **Do not freeze.** If Wildfire paint becomes frozen, allow the paint to completely thaw and come to room temperature before use. **Stir thoroughly before use.**

Disposal – Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

Health & Safety – Use in a well-ventilated area. Avoid contact with eyes. Wash hands thoroughly with soap and warm water after use. Do not take internally. When spraying or sanding, use a properly-fitting, NIOSH approved respirator per the manufacturer's instructions. **Warning!** If you scrape, sand, or remove old paint, you may release lead dust. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear a NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead

Skin contact: Thoroughly wash with soap and warm water before the coating dries. Individuals with sensitive skin may require gloves.

Eye contact: Rinse with clean water for 15 minutes. Seek medical attention.

Inhalation: To help prevent irritation, use only in well-ventilated areas. If irritation occurs, move to fresh air. If irritation persists, seek medical attention.



TECHNICAL DATA SHEET

Product: Wildfire Luminescent Paints

Originally developed for the scenic studios of Hollywood, to create dramatic visual effects for film, television and amusement parks. Wildfire Luminescent Paints have become the standard of quality for the visual effects professional. All visible paint colors appear bright under ordinary light and fluoresce brilliantly under blacklight, while the invisible paint colors will appear white under ordinary lighting changing to bright glowing colors when blacklight is applied. All Wildfire Luminescent Paints dry quickly to a smooth matte finish that is water resistant and flexible.

Products Included:

Brilliant Yellow (PNT-144), Deep Yellow (PNT-145), Bright Orange (PNT-140), Bright Red (PNT-141), Hot Pink (PNT-142), Magenta (PNT-147), Deep Blue, (PNT-146), Deep Violet (PNT-139), Bright Green (PNT-143), Optical White (PNT-191), Invisible Red (PNT-287), Invisible Green (PNT-297), Invisible Orange (PNT-201), Invisible Yellow (PNT-203), Invisible Blue (PNT-192), Invisible Blue Clear Coat (PNT-245), Glow Green (PNT-202), Inhibitor Sealer Gloss (PNT-999), Inhibitor Sealer Matte (PNT-998)

What Makes Wildfire Luminescent Paints Different?

Easy Application

Wildfire Luminescent Paint applies like ordinary latex paint. You can successfully apply it by brushing rolling or spraying. Because it's water base, cleanup is simple and there's no irritating odor.

Non-Toxic

Wildfire Luminescent Paint colors are water base and non-hazardous. They contain no lead, mercury or other toxic ingredients. The absence of harmful solvents makes Wildfire UV paints easy and safe to use.

Color Balanced Formulations

All Wildfire Luminescent Paints are manufactured using a special color balanced process ensuring that the colors won't shift when switching from ordinary white lighting to blacklight.

High Pigment Concentration

The amount of pigment used in the manufacturing of paint determines how vibrant and rich the color will be. Wildfire Luminescent Paints feature the highest pigment concentration of any UV sensitive fluorescent paint available. Creating deep rich colors with maximum brilliance under blacklight.

Where to Use:

Ideal for use on any properly prepared interior surface, including canvas, paper, plaster, metal, wood, plastic, masonry, fabric or any non-slick, non-oily substrate

Surface Preparation:

Follow standard practices and procedures for properly preparing surfaces for the application of water base latex paints. Surfaces must be free of dirt, oil and grease. Remove all loose, flaking or chalking surfaces. Do not apply over slick or glossy surfaces. Prime surfaces with white non-fluorescent 100% acrylic latex primer and allow to dry completely.

Application Methods:

Wildfire Luminescent Paint can be brushed rolled or sprayed onto any paintable, properly primed, interior surface. Always test the product before beginning a project. Do not store or apply in temperatures below 58°F/14°C. Stir well before use. To thin use water or water base fire retardant DO NOT THIN MORE THAN 40%. Over thinning will result in loss of hide and cause paint to run. For maximum brilliance under blacklight always apply Wildfire Luminescent Paint over a white non-fluorescent background. When applying to fabric cut back paint by 15% with artists gel medium to increase flexibility. To achieve the best effect always spray Wildfire Luminescent Paints whenever possible applying multiple thin coats as opposed to one heavy coat.

Intermixing Colors:

Wildfire Luminescent Paints can be intermixed to create earth tones and other intermediate colors that glow. For example, combining equal parts of Deep Violet and Brilliant Yellow produces a warm brown. Add more Brilliant Yellow and the color becomes a dark beige. Add more Deep Violet and the color becomes a burnt umber now add a small amount of the burnt umber to Optical White and you've created a very light beige Always mix Wildfire Luminescent Paints under blacklight to insure color accuracy. With Wildfire Luminescent Paints you are not limited to the fluorescent palette alone virtually every other color can be created through simple intermixing.

Creating Depth:

By intermixing Wildfire Luminescent Paints with other non-fluorescent water base acrylic paints you can create different levels of brightness under blacklight allowing you to achieve an impressive degree of dimensionality. For example, to paint a glowing orange balloon on a two-dimensional surface, spray the front of the balloon with Wildfire Bright Orange Paint. Then intermix Wildfire Bright Orange with 15% non-fluorescent water base acrylic orange. The result is an orange, which is not as bright under blacklight as straight Wildfire Bright Orange. Blend this color to shade back the edges of the balloon. Lastly mist Wildfire Optical White on the front side of the balloon and spray a harder curved line indicating the highlight. You have now created a balloon that truly looks round under blacklight.

Creating Color Shift:

By intermixing Wildfire Luminescent Paints with other non-fluorescent water base acrylic paints you can also create colors that shift significantly when viewed under blacklight. For example try intermixing a non-fluorescent blue paint with Wildfire Invisible Yellow paint. Under ordinary white light it will appear blue. However when viewed under blacklight it will change to yellow.

Protective Clear Coating:

In some applications (e.g. high traffic exposures) Wildfire Luminescent Paint may require a protective clear topcoat. Use only Wildfire Matte or Gloss Inhibitor sealer over Wildfire Luminescent Paints. This specially formulated sealer protects and inhibits UV-B and UV-C while still allowing Wildfire UV-A to pass through in addition to improving washability and scuff resistance.

Coverage:

Wildfire Luminescent Paint covers approx. 200-250 sq. ft / gallon, 19-23 M² / 3.78L

Dry Times:

Recoat time is approx. ½ hour. Dry time is approx. 1 hour. The dry time will vary with temperature and humidity.

Cleanup:

Clean brushes, rollers, tools and equipment with warm, soapy water immediately after use.

V.O.C.: Contains less than 100 grams/liter, .833 max lbs./gal.

Storage:

Store Wildfire Luminescent Paints out of direct sunlight. To avoid skinning, close container after each use. Keep lid tightly closed during storage. Protect from freezing.

Packaging:

All colors are available in the following container sizes. 6oz./ 177ml, Pint/476ml, Quart/946ml, Gallon/3.76L and 5 Gallon/18.8L

HEALTH & SAFETY:

Avoid contact with eyes. Wash hands after use. Do not take internally. When spraying or sanding use NIOSH approved respirator. NOT INTENDED FOR USE BY CHILDREN. To obtain a Material Safety Data Sheet for this product visit our website at www.wildfirefx.com or call (800) 937-8065 to request a fax copy
