

MIDALUX 250 WHITE

FEBRUARY 2026 / V3

PRODUCT DESCRIPTION

An environmentally friendly, high quality, satin gloss, Pure Acrylic coating with excellent stain resistance and washability. Has excellent flow, levelling and blocking properties.

COLOUR RANGE

White.

PACKAGING

1 litre and 5 litre.

RECOMMENDED FOR

INTERIOR and EXTERIOR surfaces.

Used as a finishing coat on suitably primed new, or previously painted sand/cement plaster, concrete, fairfaced brickwork and gypsum plaster.

Also ideal for suitably primed asbestos, fibre cement, woodwork, primed metal surfaces and high traffic areas (e.g. walls in passages and walkways).

NOT RECOMMENDED FOR

Not suitable for use directly onto gypsum plaster, or for use on floors or roofs.

APPLICATION

PLEASE NOTE: Correct preparation is essential. All surfaces must be sound and prepared in the recommended manner. For more information on surface preparation contact your nearest Paintsmiths store.

After the correct surface preparation has been completed apply the necessary primer coat.

Then thoroughly stir and apply a minimum of two coats of Midalux 250 to the prepared surfaces using a brush, roller or spray at the stipulated spread rates. Allow to dry before overcoating.

SPREAD RATE

± 9m²/litre

NOTE: The spread rates quoted are approximate and should only be used as a guide as the actual rate will vary depending on the condition and porosity of the substrate.

OVERCOATING TIME

> 6 hours

NOTE: It is very important that overcoating times, as set out for the various products, are adhered to and also that the prevailing weather conditions are taken into account. Ambient and substrate temperatures, humidity and wind etc., can influence drying times of all coatings. Performance problems can occur if any of the previous coats have not been allowed to dry properly before being overcoated.

IMPORTANT: To prevent surface contamination, coatings must not be left longer than 48 hours between coats. If environmental or weather conditions have caused surface contamination, all surfaces must be thoroughly washed down before applying the next coating.

CLEANERS/SOLVENTS

Water

PREVENTING PROBLEMS AND GENERAL INFORMATION

IMPORTANT: All substrates must be dry before painting and should not exceed a moisture content of 10% as measured with a Protimeter Surveymaster Moisture Meter or equal. The ambient temperature must not be below 10°C and not higher than 35°C.

Humidity must not be below 10% and not higher than 85%.

- Excessive application thickness and/or rapid drying could lead to mud cracking.
- Avoid applying under adverse weather conditions as this could result in poor product performance.
- Always keep a wet edge and avoid downing tools during the application process to prevent lap marks and variances in colour or texture. Work from corner to corner, or from a natural cut off point to another.
- Do not attempt touch ups, but redo complete panels.
- As with any sheen material, Midalux 250 tends to highlight surface imperfections. Caution should be taken when coating badly plastered surfaces.

SHELF LIFE

When filled, the product is sterile, and unopened has a shelf life of at least 12 months from the date of manufacture.



ENVIRONMENTAL NOTE

Please note: Disposal of paint containers and/or contents other than in an approved manner may result in contamination of our water ways or the pollution of our environment. Do not clean equipment where water and solvents will enter storm water drains. Please dispose of unused paint and paint containers through an approved recycling scheme or seek advice from our local council about other accepted disposal method. For more information on our environmental policies, enquire in store.

VOC GREEN FILTER

The information herein provided is based upon our current theoretical compositions/calculations, and current data from our raw material suppliers. We thus reserve the right to amend and correct when/if necessary.

FOOTNOTE

The above information is intended as a guide only. Since this product is applied by 3rd parties, Paintsmiths and the manufacturer cannot be held liable for any loss or damage whatsoever relating to application or to the surface to which it is applied. Paintsmiths and the manufacturer reserve the right to make changes at any time, without notice.

MIDAS EARTHCOTE

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021 931 3131

www.paintsmiths.co.za

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TECHNICAL DATA

Viscosity	82 - 92KU
Specific Gravity	1,205 g/ml ($\pm 0,05$)
pH	9.0 - 9.5
Weight Solids Content	45,5% ($\pm 5\%$)
Fineness of grind	<5 microns
Volume Solids Content	34,2% ($\pm 5\%$)
Pigment Volume Concentration	16,3% ($\pm 5\%$)
Spread Rate	9m ² /litre/coat
Dry Film Thickness	38 microns
Sheen 20°	N/A
Sheen 60°	75 - 80%
Sheen 85°	85 - 100%
(on glass @ 100 microns WFT after 24 hours)	
Surface Dry	<1 hour
Hard Dry	<4 hours
Overcoating	>6 hours
Diluent/Cleaning	Water
Application Temperatures	>10° <35°
Storage Temperatures	>5° <35°
Shelf Life in unopened containers	12 months
VOC rating	Zero VOC <1 g/litre*
Drying Mechanism	Water evaporation followed by coalescence
Scrubs	>10 000
Vehicle Type	Pure Acrylic
Pigment Type	Rutile Titanium
Application	Brush, roller or spray



All tests are performed at 23°C and 50% relative humidity.
Contact your nearest store for Technical Advice should you require any further information.
Safety Datasheets are available on request.

* This VOC value is determined on the untinted base. However, as Paintsmiths use ZERO VOC stainers for all their tinting, the VOC contribution from these is minimal and will vary from colour to colour.

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