External Audience Protocol (EAP)

Interior Paint

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SUMMARY

Interior paints are tested for how well they cover or hide the existing wall color and/or stains that could not be washed from the wall and how well they keep new stains from soaking into the paint. These attributes are called “Hiding” and “Stain Resistance”.

PROTOCOL

1. **Sample Acquisition And Log-In**

   We buy a gallon of the untinted pastel base and one gallon of the untinted medium base, both in the satin sheen (eggshell if brand line does not have a satin sheen). Samples of the models recommended by the market analyst are picked randomly from what is on the retailer shelf when the purchase request is sent to the shopper. For each can, we record the base name, product ID and batch code, claimed VOCs and claim of being self-priming.

2. **Preparation Of Samples For Testing**

   Paint cans are prepared for testing by mixing them with a standard mechanical paint shaker until homogeneous.

3. **Preparation Of Test Panels**

   Hiding Panel: The substrate is a sealed cardstock panel that is half-white and half-black (Leneta Form 5C or equivalent). The panel is held down flat on a vacuum plate and the paint spread out evenly over the panel at a spread rate of about 450 square-feet/gallon using a drawdown bar. The panels dry at room conditions for at least five days prior to measurement.

   Stain Resistance Panel: The substrate is a black plastic panel (Leneta Form P121-10N or equivalent). Panels are prepared by placing the black panel on a flat glass surface and spreading the paint evenly over the surface with a drawdown bar. After the paint panels air dry for at least five days, the panels are cut in half length-wise for testing.

4. **Hiding Measurement**

   Hiding is determined using a colorimeter to measure how well the paint hides the black portion of the black and white panel. The white portion of the panel is used as the target, indicating complete hiding. The bigger the difference between the white and black portions of the panel, the worse the hiding performance of the paint.

5. **Stain Resistance Test**

   We stain the panel with coffee concentrate (water based stain) and sooty oil media (oil based stain), (Leneta-ASTM Pigmented Staining Media ST-1 or equivalent). The stained panels sit overnight at room conditions. The next day, we wipe off the excess stain, rinse the panel with water and then attempt to remove the remaining stain on a straight-line washability machine using a sponge soaked with a hard surface cleaner. After rinsing the panels with water and allowing them to dry overnight, we use a colorimeter to measure the color difference between the cleaned stained areas and the unstained area of the panel. The larger the difference, the worse the stain resistance of the paint.