

MDC Paints & Finishes

**LEED
COMPLIANCE**

MDC

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LEED Compliance

LEED, or Leadership in Energy & Environmental Design, is a green building tool that addresses the entire building life cycle and recognizes best-in-class building strategies. LEED has transformed the way we think about how buildings are designed, constructed, maintained and operated.

MDC Paints and Finishes are the perfect pairing of performance and environmental compliance. Each MDC paint finish is water-based, low VOC and qualifies for LEED credits. Most importantly MDC finishes are durable and offer a longer life cycle than competing brands. Your walls stay clean much longer and require fewer repaints. That not only makes sense environmentally, it makes sense fiscally.

LEED Credits Achieved by MDC Paints

LEED v4 BD+C Building Design & Construction
LEED v4 ID+C Interior Design & Construction

Low-Emitting Materials

All paints and coatings wet-applied on site must meet the applicable VOC limits of the California Air Resources Board (CARB) 2007, Suggested Control Measure (SCM) for Architectural Coatings, or the South Coast Air Quality Management District (SCAQMD) Rule 1113, effective June 3, 2011.

SCAQMD Rule 1113

Interior Flat Coating — 50g/L Interior
Non-Flat Coating — 50g/L Metallic
Pigmented Coatings — 150g/L Multi-
Color Coatings — 250g/L
Primers — 100g/L

LEED 09 BD+C Building Design and Construction
LEED 09 ID+C Interior Design & Construction

Low-Emitting Materials

Architectural paints and coatings applied to interior walls and ceilings must not exceed the volatile organic compound (VOC) content limits established in Green Seal Standard GS-11, Paints, 1st Edition, May 20, 1993.

Green Seal Standard GS-11

Interior Flat Coating — 50g/L
Interior Non-Flat Coating — 150g/L
Primers — 100g/L

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Whether you're looking to evolve a space's aesthetic by complementing an MDC wallcovering, or make a stand-alone statement with color and finish, we've got you covered. Our collection of easy-to-install paints & finishes are available in virtually any color, and are ideal for corporate, education, retail, healthcare, hospitality and more.

LiquaPearl

Bold, illuminated color ...

LiquaPearl's unique blend of color and pearlescent shimmer creates a finish with one-of-a-kind sparkle and unbeatable durability.

COVERAGE	200 Sq. Ft.
VOC	<129 g/L
CONTENT	2,000 Scrubs (ASTM D-2486)
SCRUB	Roll or Spray
CYCLES	
APPLICATION	

MicroTex

Soft, natural color ...

The classic look of an eggshell finish with added texture and soft palette. MicroTex provides a natural aesthetic that helps conceal scuffs and stains.

COVERAGE	350 Sq. Ft.
VOC	<50 g/L
CONTENT	3,100 Scrubs (ASTM D-2486)
SCRUB	Brush, Roll or Spray
CYCLES	
APPLICATION	

Slate FX

Textured color

Slate FX pushes the boundaries of eggshell by adding texture and sheen to a bold palette. Creating a defined look with dimension unlike any other finish.

COVERAGE	Base – 350 Sq. Ft. Effect – 425 Sq. Ft.
VOC	<150 g/L
CONTENT	3,100 Scrubs (ASTM D-2486)
SCRUB	Brush, Roll or Spray (Effect Coat – Spray)
CYCLES	
APPLICATION	

Ceramic

Simple, beautiful color ...

A highly durable, eggshell finish containing ceramic microspheres for increased scratch and stain resistance. Available in any color.

COVERAGE	350 Sq. Ft.
VOC	<50 g/L
CONTENT	3,002 Scrubs (ASTM D-2486)
SCRUB	Brush, Roll or Spray
CYCLES	
APPLICATION	

SlickBond

Bonding Primer

A high-performance primer that provides exceptional adhesion to "difficult to paint" surfaces.

COVERAGE	VOC CONTENT
	APPLICATION

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PrimeSeal

Sealing Primer

A high-performance primer that provides excellent and uniform sealing of surfaces, adhesion and water resistance.

450 Sq. Ft.	<100 g/L
	Brush, Roll or Spray

COVERAGE VOC 450 g/L
CONTENT <50 g/L
APPLICATION Brush, Roll or Spray

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Cost & Life Cycle

Often paints that promote their environmental attributes cost more money yet offer far less in terms of quality. That isn't the case with Ceramic from MDC. While it's true that Ceramic is a low VOC, LEED contributing product, it is also far more durable than competing brands. With Ceramic, walls stay clean much longer and require fewer repaints. That not only makes sense environmentally, it make sense fiscally.

	MDC Ceramic	National Brand 1	National Brand 2
Cost Per Gallon	\$56 gal	\$55 gal	\$25 gal
Job Size — Square Feet	5,000	5,000	5,000
Primer — Cost Per Square Foot	\$.05	\$.05	\$.05
Product — Cost Per Square Foot	\$.15	\$.15	\$.07
Labor — Cost Per Square Foot	\$.50	\$.50	\$.50
Total — Cost Per Square Foot	\$.70	\$.70	\$.62
ASTM Scrub Test Cycles	3,002	960	233
Scratch Resistance	A	B	C
Scratch Resistance (Dark Color)	A	D	C
Stain Removal/Washability	B	B	C
VOC	<49 g/L	49 g/L	0 g/L
Total Project Cost:	\$3,500	\$3,500	\$3,100
Number of Repaints in 5 years:	0	1	2
Cost over 5 years:	\$3,500	\$7,000	\$9,300

ASTM Procedural Guidelines
Rating Conversion:

- A — Superior (No Visible Result)
- B — Excellent (Almost Imperceptible)
- C — Very Good (Visible Result)
- D — Good (Below Average)
- F — Poor

* Numbers / data based on average regional labor costs