

SHERWIN-WILLIAMS®  
**SHER-MAGIC™**  
REMOVABLE MARKING PAINT

**No Grinding. No Scraping. It Washes Away Like Magic.**

Expensive hard-to-apply tapes and labor-intensive paint grinding are a thing of the past. With SHER-MAGIC™ removable marking paint, temporary lines for road construction or special events can be applied and removed as easy as 1-2-3.

**1**

**Spray on  
SHER-MAGIC™ Paint**



**2**

**Apply SHER-MAGIC™  
Remover**



**3**

**Spray off with  
power washer**



**Construction  
Zones**



**Parade  
Routes**



**Marathons and  
Temporary Events**

# SHER-MAGIC™ REMOVABLE WATERBORNE TRAFFIC MARKING PAINT

**TM2380 - WHITE**

**TM2381 - LEAD FREE YELLOW**

**TM2400 - REMOVER**

**TM2401 - BLACK**

## PRODUCT DESCRIPTION:

SHER-MAGIC TM2380, TM2381 and TM2401 are fast drying, water-based acrylic traffic marking products formulated with an innovative resin technology that provides a temporary paint film at temperatures (surface and air) as low as 55°F and rising for up to 6 months before removal. This patent pending technology allows the user the ability to remove traffic marking without sandblasting or grinding.

The outstanding characteristics of these products include low VOCs (~50 gm/L), good drying times, durable line for 3-6 months, and the ability to quickly and easily remove the lines without sandblasting.

## USES:

SHER-MAGIC Removable Waterborne Traffic Paints are designed for use in construction work zones or wherever temporary marking materials are required. Other uses include delineating a parade or running race route, creating extra handicapped parking for a special event or marking off game courts (basketball, tennis, volleyball, etc.) for your annual tournament.

## PAINT APPLICATION:

SHER-MAGIC Removable Waterborne Traffic Paints are designed for application through long-line striping trucks that have been properly equipped to apply waterborne traffic paints. Specific details on the requirements of such a truck are available from the major equipment suppliers. Of particular importance is the need for metal parts to be stainless steel, hoses to have proper chemical resistance to the unique high pH properties of the latex resins being used and a heating system which provides adequate heat with appropriate controls. Both air atomized and airless striping equipment can be used.

These products can also be applied using walk-behind striping equipment. Airless equipment is recommended for these applications but not absolutely required.

SHER-MAGIC Waterborne, TM2380, TM2381 and TM2401 may be heated to a maximum of 140°F at the heat exchanger but are normally sprayed with little (100-120°F) or no heat when measured at the spray gun.

## APPLICATION CONDITIONS:

Surfaces should be clean, dry and free from loose or peeling paint. Do not apply SHER-MAGIC Removable Waterborne Traffic Paints when air or surface temperatures are below 55°F. Moisture in the road surface can cause premature failure. SHER-MAGIC should not be applied if rain is anticipated within 24 hours of application. Exposure to water at this stage can cause poor wear and premature failure.

The presence of concrete sealers or other residue on new concrete surfaces may interfere with adhesion and must be removed. Care should be taken when applying SHER-MAGIC over sealed asphalt. Certain seal coat products may weaken when exposed to SHER-MAGIC Paints and cracking or lifting may occur.

Place a test strip in an inconspicuous area and examine after 24 hours to determine whether to proceed.

Most previously painted lines may be repainted without additional surface preparation provided the old paint is still tightly adhered to the surface. Multiple layers of paint may eventually build to a point where peeling and chipping may occur. Removal of the existing line will be required in these areas.

## APPLICATION RATES:

SHER-MAGIC Paints should be applied at the minimum film thickness required for a given application. When glass beads are used, the paint should be applied at 10-15 mils to allow for adequate glass bead adhesion. When glass beads are not required, SHER-MAGIC may be applied as low as 5 mils wet.

Dry no pick up will vary according to application thickness and ambient conditions. Most normal applications should be allowed to dry for a minimum of 30 minutes prior to exposure to light traffic. In high traffic areas, cooler temperatures (<60°F), high humidity conditions or at application thickness greater than 12 mils wet, SHER-MAGIC Paints should be allowed to dry at least one hour prior to traffic exposure.

## THINNING & CLEANUP:

Thinning of SHER-MAGIC Waterborne Traffic Paints and Remover is not recommended.

Wet paint may be cleaned up with water. Once the paint is dry, the SHER-MAGIC Remover will be required to remove the paint film. Care must be taken to avoid solvent contamination in waterborne paints.

## PAINT REMOVAL:

SHER-MAGIC Removable Waterborne Traffic Paints are designed for easy removal with the use of the SHER-MAGIC Remover (TM2400). SHER-MAGIC Remover can be applied with the same equipment as the SHER-MAGIC Removable Waterborne Traffic Paints. The SHER-MAGIC Remover is designed to remove the SHER-MAGIC Removable Waterborne Traffic Paint lines and will not affect the durability of conventional waterborne traffic paint lines.

## DIRECTIONS FOR REMOVAL:

1. Apply the SHER-MAGIC Remover over paint lines designated for removal with the same equipment used to apply the SHER-MAGIC Removable Waterborne Traffic Paint line. The recommended level of the remover is 1:1 based on the thickness of the paint line to be removed. Therefore, a film thickness of ~15 mils (approx. 110 sq.ft./gallon) of remover will be necessary to remove ~15 mils existing paint line.

2. Allow the remover to stand for 10-20 minutes, depending on the film thickness of the paint to be removed. Thicker lines will need additional time for the remover to penetrate the coating.

3. Pressure wash the line away. The pressure required for removal is ~ 2000-3000 psi. It may be necessary to utilize additional water to ensure elimination of any residue that may stain the concrete or asphalt surface.

## TYPICAL PAINT PROPERTIES

		Theoretical Value
Viscosity	90 to 100 Krebs Units	95KU W,Y&B
Dry Opacity (5 mils wet)	0.95 minimum	0.970 W,Y&B
B Directional Reflectance	White: 80% minimum	93
	Yellow: 50% minimum	62
Color (yellow, visual match)	Fed. Std. 595B # 33538	
Color (black, visual match)	Fed. Std. 595B # 37038	

## PRECAUTIONS:

FOR INDUSTRIAL USE ONLY. **SEE MATERIAL SAFETY DATA SHEETS. READ AND FOLLOW WARNING LABELS ON PACKAGES.**

Painted surfaces can become slippery when wet. Traffic paints are not intended for use as floor paints. Do not use on pedestrian walkways or large surfaces such as ramps, floors and stairs which may become slippery when wet.

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