

Golden Artist Colors, Inc.
188 Bell Road
New Berlin, NY 13411-9527 USA
Toll Free: 800-959-6543
Fax: 607-847-6767
help@goldenpaints.com
www.goldenpaints.com

GOLDEN SoFlat Matte Acrylics

SoFlat Matte Acrylics are made with 100% acrylic polymers, using the finest pigments. The unique combination of low viscosity, flowing consistency, great leveling and increased opacity results in a silky-smooth paint that dries to a uniform, matte surface.

The flat matte surface is ideal when minimal reflectance is required, such as graphic design work, photography, and large color field painting. SoFlat may be used similarly to traditional gouache and acrylic gouache.

SoFlat PRODUCT DESCRIPTION

- Liquid paints formulated to dry uniformly matte.
- Provide excellent coverage for large areas, while remaining suitable for detail painting.
- Pigment load comparable to other GOLDEN Acrylic paints.
- Uniform matte sheen across the product line, with gloss readings (Glossometer GU rating) between 0.4 and 2.8 – compared to a range of 13-100 for our Fluid Acrylics and 8-99 for our Heavy Body Acrylics.
- Flexible and durable when dry with excellent adhesion to a variety of surfaces.
- Most colors are rated opaque or semi-opaque, with the exception of Fluorescent Colors. *NOTE: SoFlat Fluorescent Colors are more opaque than their counterparts in other GOLDEN Acrylic paint lines.*

SUBSTRATE AND SURFACE PREPARATION

SoFlat Matte Acrylics may be applied to any surface typically able to accept acrylic paints. Smooth substrates improve the uniformity. Non-porous painting supports such as glass and metal may require additional preparation to improve overall adhesion.

PRODUCT USE

ALWAYS stir before use. Separation may occur in some colors, which can alter performance, evenness and sheen.

For the most uniform paint application, use a soft, synthetic flat brush and apply paint as evenly as possible before it begins to set up and dry. Unevenly applied layers, as might occur when using a coarse bristle brush, may not completely level before drying.

Adding water up to 15% to thin the paint should not significantly impact adhesion; however, higher amounts of water will cause water sensitivity.

PRODUCT MIXING

All waterborne GOLDEN paints and mediums should blend easily with SoFlat Matte Acrylics; however, most will compromise matte finish. We recommend **GOLDEN Super Matte Medium** (Item # 3531) for extending colors to retain the matte consistency of SoFlat Matte Acrylics. Adding more than 25% (3:1 paint to gel medium) will noticeably increase gloss and reduce opacity.

Products that can be blended with SoFlat Acrylics without a noticeable change of sheen are:

- Super Matte Medium
- Light Molding Paste
- Fiber Paste
- Pumice Gel
- Crackle Paste
- Pastel Ground
- Color Pouring Medium Matte

INCREASING WORKING TIME

To slow drying time, add **GOLDEN Retarder** (15% suggested maximum amount) or **GOLDEN OPEN Thinner** (25% suggested maximum amount) to maintain the matte quality of SoFlat Acrylics. Because these additives do not contain acrylic binders, caution should be used when adding them to paint - follow the guidelines specified on the label. Too much thinner or retarder in paint results in weaker paint layers that may also remain tacky.

GOLDEN Airbrush Medium and **GOLDEN Satin Glazing Liquid** may also be used with SoFlat Acrylics. Additions beyond 25% (3:1 Paint to Medium) with these mediums will increase gloss and reduce opacity. Testing is suggested if maintaining the low sheen is critical.

APPLICATION

Multiple Paint Layers – Additional paint layers may be applied as soon as the underlying layers are sufficiently dry. Multiple layers tend to increase gloss slightly.

Thick Applications – Product consistency dictates how thick paint layers can be. However, thicker layers are more prone to cracking as they dry. For this reason we recommend applying multiple layers or incorporating a thick gel, such as **GOLDEN Extra Heavy Gel Matte** when a thick application is desired.

Force Drying – Avoid force drying layers too aggressively. When faster drying is needed, allow the paint layers to become touch dry before using a hair dryer to speed drying. When doing so, start at low temperature and air settings. Increase both as needed.

Direct to Paper – SoFlat applies easily to paper, so no modifications are necessary. However, thinning with a small amount of water or Airbrush Medium can improve brushing out detail work.

Directly to Unprimed Canvas or Linen – SoFlat Acrylics may be applied directly to raw canvas and linen.

Airbrush/Spraying – SoFlat Acrylics require thinning before use in airbrush guns and most spraying applicators will require **GOLDEN Airbrush Medium** or **GOLDEN OPEN Thinner** to reduce dry paint tip buildup and clogging. Start with a blend of SoFlat, OPEN Thinner and water, at a ratio of 3 parts paint : 1 part Thinner : 1 part water and adjust as necessary. Larger nozzle diameter spray equipment may only require OPEN Thinner to improve flow and leveling.

NOTE: Wear a respirator or mask designed to capture dusts and mists when spraying or sanding ANY acrylic paint. Never spray Cadmium colors, as pigments are hazardous when inhaled.

Silkscreen Use – SoFlat can be used as silkscreen ink but requires adding a medium to reduce clogging and thicken the paints. **GOLDEN Silkscreen Medium** can be used but will increase gloss unless used on absorbent substrates such as unprimed canvas or paper.

Empty Markers – SoFlat Acrylics can be reduced with water and OPEN Thinner for use in refillable markers. Start at a ratio of 10 parts paint : 3 parts OPEN Thinner : 3 parts water and adjust as needed.

Exterior Use – SoFlat Acrylics are **NOT RECOMMENDED** for exposed projects. Exterior/Exposure testing is underway but not complete.

Oil Paint Use Over SoFlat – SoFlat Acrylics can be used for underpainting with oils with a couple considerations: First, substrates should be prepared with 2-3 combined coats of GOLDEN Mediums and/or Gesso. Second, because SoFlat creates an absorbent surface, oil paints can develop an oil "halo" where the oil is drawn out of the paint and spreads outward (*see Image 1*). This should not be an issue if the entire surface is painted with oils. If only partially painted in oils, this halo may change the SoFlat color and sheen. Oil halos generally darken over time. To prevent oil halos from developing (or to reduce the absorbency of SoFlat), acrylic medium can be used in select areas where oils are to be applied, or simply over the entire acrylic surface. **GOLDEN Fluid Matte Medium** is an excellent product to unify the underpainting sheen and seal the surface before moving onto oil paints. Fluid Matte Medium dries to a satin sheen. Finally, allow acrylics at least 3 days to cure before applying oil paints.

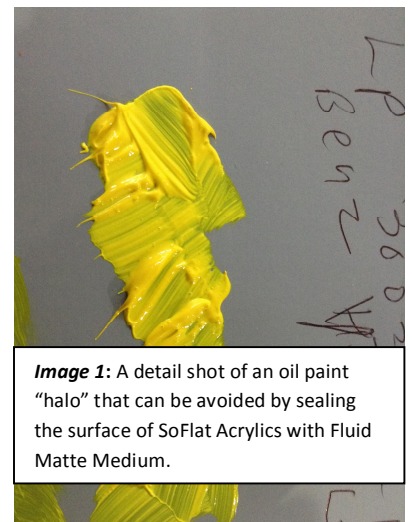


Image 1: A detail shot of an oil paint "halo" that can be avoided by sealing the surface of SoFlat Acrylics with Fluid Matte Medium.

VARNISH/TOPCOAT

Any coating, such as an isolation coat, varnish, acrylic medium or topcoat will change the low sheen surface of SoFlat Acrylics. Artists who wish to apply varnish should thoroughly test first to make sure they are pleased with the final results.

CLEANUP

Clean tools with soapy water immediately after use and avoid allowing paint to dry in brushes or other tools.

TECHNICAL DATA

SoFlat Matte Acrylic Product Properties	
Binder Composition	Acrylic copolymer MMA/BA
Glossometer Gloss Units Reading (at 85°)	0.4 - 2.8 GU
MFFT (Minimum Film Formation Temp.)	49° F (9.5°C)
T _g (Film Hardness)	13°C / 55F
pH Range	8.5-9.0

ADDITIONAL INFORMATION

Refer to www.goldenpaints.com for more technical information. **Please contact the GOLDEN Material and Application Department (MAD) at 1-800-959-6543 or help@goldenpaints.com with any questions you may have about product use.**

DISCLAIMER

The above information is based on research and testing done by Golden Artist Colors, Inc., and is provided as a basis for understanding the potential uses of the products mentioned. Due to the numerous variables in methods, materials and conditions of producing art, Golden Artist Colors, Inc. cannot be sure the product will be right for you. Therefore, we urge product users to test each application to ensure all individual project requirements are met. While we believe the above information is accurate, WE MAKE NO EXPRESS OR IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, and we shall in no event be liable for any damages (indirect, consequential, or otherwise) that may occur as a result of a product application.