



PRIME CHOICE™

ALL SURFACE ACRYLIC PRIMER 50300

Product Description:

Prime Choice All Surface Acrylic Primer is a quick drying high hiding enamel undercoater. It provides maximum sealing to porous surfaces and exceptional adhesion to hard and glossy surfaces. This primer has superior holdout, will not raise wood grain and has anti-spatter properties. It is tintable with up to 2oz. of Universal Colorant.

Recommended Use:

Prime Choice All Surface Acrylic Primer can be used on Gypsum board, plaster, masonry, wood, concrete, paneling, aluminum, galvanized metal, plastic laminates, ceramic tile, glass, commercial vinyl wallcoverings, as well as previously painted surfaces, gloss enamels and varnishes.

Application:

WARNING! If you scrape, sand or remove old paint from any surface, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH-approved respirator to control lead exposure. Carefully clean up with a wet mop or HEPA vacuum. Before you start, find out how to protect yourself and your family by contacting the U.S. EPA/Lead Information Hotline at 1-800-424-LEAD (5323) or log on to www.epa.gov/lead.

Surfaces to be painted must be free of dust, mildew, dirt, grease, loose paint, oil, glue size, calcimine, wax, soap, and other surface contamination. Patch irregularities with vinyl patching paste or an appropriate patching compound.

New Plaster - Knife off all nibs and protrusions. Wipe with a clean damp cloth to remove loose particles. New plaster and masonry surfaces must be fully cured before priming. Sanding is not required for properly and thoroughly cleaned hard or glossy surfaces, but abrasion of the surface will increase adhesion of this product. Wash new plaster with clean water, rinsing rags or sponges frequently. Do not sand plaster until after the surface is primed. Taped joints on sheetrock should be sanded smooth, with care being exercised not to abrade the surrounding paper backing. Wallboard, Sheetrock, Gypsum Board - Joint compound should be sanded smooth, but avoid abrading the paper. Wood - Seal knots and stains with Prime Choice™ Universal Primer 52500. Masonry Block - Apply one coat of Mason-Cote® Block Filler 3751 if a denser surface is desired.

Architectural Specifications:

- Plaster, Wallboard, Sheetrock: 1 coat Prime Choice™ All Surface Acrylic Primer 50300 1 or 2 coats California Latex, Alkyd, Oil-Modified Polyurethane, Tile-Cote® Polyamide Epoxy 1200 Series Finish
Concrete, Non-Porous Masonry: 1 coat Prime Choice™ All Surface Acrylic Primer 50300 1 or 2 coats California Latex, Alkyd, Oil-Modified Polyurethane, Tile-Cote® Polyamide Epoxy 1200 Series Finish
Wood: 1 coat Prime Choice™ All Surface Acrylic Primer 50300 1 or 2 coats California Latex, Alkyd, Oil-Modified Polyurethane, Tile-Cote® Polyamide Epoxy 1200 Series Finish

Precautions:

Do not add solvents, oils or colors in oil, or mix with other paint types. Low temperature, high humidity, or inadequate ventilation will slow drying times. Application on hard non-porous surfaces requires a minimum of 2 hours dry time before recoating. Stearate containing clear finishes, shellacs and any clear finish that has been waxed, polished or has surface soap residue can present adhesion problems for any coating. Apply a test area of primer over any clear finish and test for adequate adhesion after one week of curing. Keep from freezing. Use adequate ventilation.

Safety Information:

Keep out of reach of children. Do not take internally. Close container after each use.

This product contains more than 0.1% crystalline silica (CAS No. 14808-60-07) which has been classified by IARC as a Class 1 carcinogen. Normal application procedures pose no hazard since the silica is wet and encapsulated, but grinding or sanding dried films may yield respirable silica dusts. Control exposures to less than 0.1 mg/m³ using NIOSH approved dust filter respirators.

Product Specifications:

Type: 100% Acrylic Latex
Exposure: Interior
Specular Gloss: 4 @ 60° ± 2
Volume Solids: 33.1 % ± 2
Solids by Weight: 49.0 % ± 2
Vehicle: 68.3 % ± 2
Pigment: 31.7 % ± 2
Dry Film Thickness: 2.4 mils
Viscosity @ 77 °F: 100 KU ± 5
Maximum VOC: 200 g/liter
Flash Pt °F: Non-combustible
Thinner: Water
Clean Up: Soap & Water

Available Colors and Bases:

White

Available Package Sizes:

Quart Gallon 5 Gallon

(Weight Per Gallon: 11.0 lbs. ± .5 lb)

Drying Times:

To Touch: .5 hrs.
To Handle: 4 hrs.
To Recoat: 2 hrs.
(@ 70-77 °F, 50% R.H.)

Surface Spread Rate:

Smooth: 450-500 s.f./gal.
Porous: 200-275 s.f./gal.
(Spray Application is 50% of above)

Tools and Equipment:

- Brush - Synthetic, Nylon or Polyester
Roller - 3/8" Nap Synthetic Fiber
Airless Spray - .017 to .019 Tip