



PRIME CHOICE™
UNIVERSAL PRIMER NEUTRAL BASE 50695*

Product Description:

Prime Choice Universal Primer No. 50695 is a high performance 100% acrylic latex stain blocking neutral base primer that provides exceptional adhesion and stain blocking properties. This environmentally friendly product may be used interior or exterior to block most bleeding type stains, seal porous surfaces and provide adhesion to hard and glossy surfaces. When this neutral base is tinted with up to 12 liq. oz./gal. of universal colorant the dry-time is extended.*

Recommended Use:

For properly prepared wallboard, plaster, sheetrock, masonry, wood, concrete, galvanized metal, plastic laminates, vinyl wall coverings, under wallcoverings as well as previously painted surfaces.

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 primed must be clean, dry, and free of grease, oil, wax, rust, loose paint, mildew or any surface contaminants. Wash glue size off plaster or other surfaces from which wallpaper has been removed.

Wash glue size off plaster or other surfaces from which wallpaper has been removed. Do not apply over calcimine or other water soluble paints. Fill nicks, holes and voids with appropriate patching material, sand smooth and remove dust. New plaster and masonry surfaces must be fully cured before priming. Wash new plaster with clean water, rinsing rags or sponges frequently. Sanding is not required for properly and thoroughly cleaned hard or glossy surfaces, but abrasion of the surface will increase adhesion of this product. Do not sand plaster until after the surface is primed. Tape joints on sheetrock should be sanded smooth, with care being exercised not to abrade the surrounding paper backing. Wire brush rusted areas to remove loose rust. Plasticizers must be thoroughly removed from vinyl wallcoverings with mineral spirits and a clean cloth that is changed frequently.

Prime Choice Universal Primer hides well to seal many common stains such as crayon, graffiti, greasy spots, water stains, rust, smoke stains, cedar and redwood bleed. Before priming stained areas, remove as much of the stain as possible by washing, sanding or scraping. Some stains may require two coats. If an active stain discolors this primer, apply the finish coat to a small area to see if the stain is "locked" into the primer. If not, re-prime.

Architectural Specifications:

- Plaster, Wallboard, Sheetrock, Concrete, Masonry, Galvanized Metal Wood, Aluminum:
 - 1 coat Prime Choice Universal Primer 50695 tinted to color of choice*
 - 1 or 2 coats any California® Latex, Alkyd or Urethane in desired 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.

Prime Choice Universal Primer is ready-to-use as it comes from the container, but can be thinned sparingly with water if necessary. Product can be applied with a nylon or polyester brush, 3/8" nap synthetic roller or airless spray using .017 to .019 tip. Air and surface temperature should be 50°F (10°C) or higher during application and drying time.

Keep from freezing. Difficult stains may require the use of Prime Choice 20700 Low Odor Primer / Sealer / Stain Killer.

Safety Information:

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

*Note: Maximum universal colorant that should be added per gallon is 12 liquid ounces. Gallon container is short-filled to 116 liq. oz. and quart container is short-filled to 29 liq. oz.

Product Specifications:

Type: 100% Acrylic Latex
Exposure: Interior or Exterior
Specular Gloss: 15 @ 60° ± 5
Volume Solids: 27.8 % ± 2
Solids by Weight: 37.2 % ± 2
Vehicle: 83.9 % ± 2
Pigment: 16.1 % ± 2
Dry Film Thickness: 1.5 mils
Viscosity @ 77 °F: 95 KU ± 5
Maximum VOC: 350 g/liter
Flash Pt °F: Non-combustible
Thinner: Water
Clean Up: Soap & Water

Available Colors and Bases:

Neutral

Available Package Sizes:

Quart Gallon

(Weight Per Gallon: 9.6 lbs. ± .5 lb)

Drying Times:

To Touch: 1 hrs.
To Handle: 6 hrs.
To Recoat: 4 hrs.

(@ 70-77 °F, 50% R.H.)

Surface Spread Rate:

Smooth: 350-400 s.f./gal.
Porous: 200-250 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