



PRIME TOUCH™

PROFESSIONAL ACRYLIC LATEX PRIMER / SEALER 54500

Product Description:

Prime Touch Acrylic Latex Primer / Sealer is a professional grade interior primer-sealer for unpainted walls and ceilings that may be porous or absorbent. This quick drying product makes an excellent base-coat for alkyd, oil-modified polyurethane or latex finish coats. The fast drying of this undercoater allows the primer and finish coat to be applied on the same day.

Recommended Use:

For properly prepared interior surfaces such as plaster, sheetrock and wallboard, masonry block, and ceiling tile.

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.

We highly recommend the use of 100% acrylic primers for use on unpainted plaster, however, when cost considerations make it impractical to use this type of primer certain steps should be taken to minimize the possibility of paint failure. Plaster should be thoroughly dry and should be allowed to cure for at least 7 to 10 days before priming. Washing the plaster with clean water or a mixture of 1 pint white vinegar per gallon of water before priming is also a good idea, as this will neutralize any surface alkali which could cause peeling or discoloration of the primer and or finish coat.

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.

Wax, grease and oil should be removed from the substrate with mineral spirits applied with a cloth. Taped joints on sheetrock should be sanded smooth with care being exercised to avoid abrading the surrounding paper backing. Wash new plaster with clean water, rinsing rags or sponges frequently. Plaster nibs on new plaster should be knifed off but plaster should not be sanded until after the surface has been primed. Fill all voids with prepared vinyl patching compound, allow to dry and sand even with the adjacent surfaces.

Architectural Specifications:

- New or Unfinished Plaster, Wallboard, Sheetrock, Concrete:
 - 1 coat Prime Touch Professional Acrylic Latex Primer/Sealer 54500
 - 1 or 2 coats California Paints acrylic in desired finish

Precautions:

Do not add solvents, oils or colors in oil, or mix with other paint types. Prime Touch Professional Acrylic Latex Primer/Sealer should not be exposed to freezing temperatures while it is curing. Do not use this product under 2-component paints such as epoxies or urethanes. This product should not be used in areas subjected to constant dampness such as bathrooms, cellars and pool areas. Where there are concerns for applications that demonstrate high alkalinity or "hot plaster" or in areas where moist or damp exposures are expected use Prime Choice 50300 All Surface 100% Acrylic Latex Primer. This product may raise the grain of open grain woods.

Safety Information:

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

Product Specifications:

Type: Vinyl Acrylic Latex
Exposure: Interior
Specular Gloss: 2 @ 60° ±2
Volume Solids: 31.3 % ±2
Solids by Weight: 51.6 % ±2
Vehicle: 55.2 % ±2
Pigment: 44.8 % ±2
Dry Film Thickness: 1.6 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 Tint White

Available Package Sizes:

Gallon 5 Gallon

(Weight Per Gallon: 11.9 lbs. ± .5 lb)

Drying Times:

To Touch: .5 hrs.
To Handle: 6-8 hrs.
To Recoat: 2-4 hrs.
 (@ 70-77 °F, 50% R.H.)

Surface Spread Rate:

Smooth: 400-425 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