

## PrimeTouch Primer and Sealer - 545 Series

### Product Description

PrimeTouch Acrylic Latex Primer/Sealer is a high-hiding professional interior primer-sealer for unpainted walls and ceilings that may be porous or absorbent. This quick drying product makes an excellent base-coat for 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 sheetrock, wallboard, masonry block, and ceiling tile.

### General Surface Preparation

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 Spackle or an appropriate patching compound. Taped joints on sheet rock should be sanded smooth with care being exercised to avoid abrading the surrounding paper backing.

### Application

Prime Touch Primer is ready to use from the can and can be altered slightly for spray application. Please stir well before applying. Keep a wet edge and do not roll back into product after applying.

### Clean up

A mixture of warm water and mild soap is the best cleaning solution for water-based paints. Prepare soapy water and pour into a clean container. Dip the paint brush into the mixture, working the soap through the brush bristles. Follow with a clear water rinse. Repeat the process if necessary. Always use a clean container with clean soapy water and follow with a clear water rinse. For stubborn water-based paints, try mineral spirits or lacquer thinner, followed by warm soapy water and a clear water rinse.

### Architectural Specifications

New or Unfinished Drywall, Wallboard, Sheetrock, Concrete, Ceiling Tile: or as a base coat for color change:  
1 coat PrimeTouch Primer & Sealer 54500  
1 or 2 coats California Paints Latex Paint.

### Precautions

Do not add solvents, oils or colors in oil, or mix with other paint types. 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 California 50300 All Surface 100% Acrylic Latex Primer. This product may raise the grain of open grain woods.

### Environmental Health and Safety Information

**KEEP OUT OF REACH OF CHILDREN. Do not take internally. Close container after each use.**  
**Refer to Safety Data Sheet for additional health and safety information.**

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\*Depending upon color choice, non zero VOC colorant added to this product may significantly increase VOC levels.

**WARNING:** This product contains a chemical known to the State of California to cause cancer, birth defects or other reproductive harm.

**Lead 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](http://www.epa.gov/lead).

Some paint products may contain chemicals which are harmful if they come in contact with exposed skin. Protection for exposed skin (gloves, protective creams) should be available, and used per product directions.

Always use any paint product with proper ventilation. Provide general dilution or local exhaust ventilation in volume and pattern to keep the air contaminant concentration below the applicable exposure limit (OSHA PEL) of the components being used. This information is listed on the appropriate Material Safety Data Sheets. All application areas should be ventilated in accordance with applicable OSHA regulations, contact your local office for specific information.

In an enclosed area and as required, always wear an appropriate, properly fitted respirator (NIOSH/MSHA approved) during and after application of any coating unless air monitoring demonstrates that vapor/mist levels are below applicable limits. Follow respirator manufacturer's directions for respirator use.

**USE COMPLETELY OR DISPOSE OF PROPERLY:** Dispose of in accordance with applicable Federal, State and Local regulations. Under the Resource Conservation and Recovery Act (RCRA) regulations, it is the responsibility of the product user to determine, at the time of disposal, whether a material should be classified as a hazardous waste. For recycling guidance of any unused amount, contact your local or provincial organization of recovery and recycling. Dry, empty containers may be recycled in a can recycling program where facilities are available and sanctioned by local authorities.

### Notes

### Technical Data

<b>Product Type</b>	Primer
<b>Exposure</b>	Interior
<b>Specular Gloss</b>	2° ± 2
<b>Volume Solids</b>	31.3% ± 2
<b>Weight Solids</b>	51.6% ± 2
<b>Vehicle Solids</b>	14% ± 2
<b>Pigment</b>	86% ± 2
<b>Wet Film Thickness</b>	5 mils
<b>Dry Film Thickness</b>	1.6 mils
<b>Viscosity @ 77 °F</b>	93KU ± 3
<b>Max VOC</b>	100 g/l
<b>Flash Point ° F</b>	Non-Combustible
<b>Thinner</b>	Water
<b>Clean - up</b>	Soap & Water

### Surface Spread Rate

<b>Smooth</b>	350-400 s.f./gal.
<b>Porous</b>	250-300 s.f./gal.

(Spray Application is 50% of above)

### Drying Times

<b>To Touch</b>	30 minutes
<b>To Handle</b>	4 hours
<b>To Recoat</b>	2 hours
<b>To Wash</b>	N/A

(@ 70 - 77 °F, 50% R.H)

### Surface Temperature At Application

Minimum: Over 50°F	Maximum: Under 90°F
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### Storage Temperature

Store Between Over 40°F to Under 100°F

### Tools & Equipments

<b>Brush</b>	3/8" Nap Synthetic Fibe, Synthetic, Nylon or Polyester
<b>Roller</b>	
<b>Airless Spray</b>	.017 to .019 Tip

### Available Package Sizes

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

### Available Colors and Bases

White	
Available in 0 stock colors	