

# MAGNETIC PRIMER INSTALL INSTRUCTIONS

IdeaPaint™ Magnetic Primer is a high-quality basecoat with powerful magnetic strength (up to 2X stronger than alternatives). It pairs with IdeaPaint dry erase paints to turn any wall into a magnetic, erasable idea platform—or, simply coat with latex paint for a magnetic-only surface.

## A BREAKTHROUGH MAGNETIC COATING WITH A NO-FUSS APPLICATION:

- A high-quality primer with superior adhesion
- Easy roller application
- Low odor and compatible with all top coat paints
- Smoother than liquid alternatives means no sanding required post-application
- Light gray color for easy top coat coverage
- Top coat with IdeaPaint™ Dry Erase Paint for a magnetic, dry erasable finish

## BEFORE YOU BEGIN: IMPORTANT TIPS

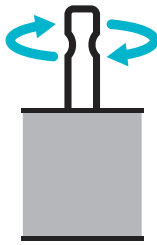
**PROPER MIXING REQUIRED:** Magnetic Primer is ready to apply after being properly mixed. **STIR THOROUGHLY FOR AT LEAST A FULL 3 MINUTES PRIOR TO APPLICATION**

**VENTILATION:** Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air or wear respiratory protection (NIOSH-approved), or leave the area. Adequate ventilation is required when sanding or abrading the dried film. If adequate ventilation cannot be provided, wear an approved particulate respirator (NIOSH-approved). Follow the respirator manufacturer's directions for respirator use.

**PROTECTION:** Avoid contact with eyes and skin. Wear protective eyewear and gloves. Keep container closed when not in use. DO NOT transfer contents to other containers for storage.

Follow additional safety precautions according to the IdeaPaint Safety Data Sheet found on [ideapaint.com/help](http://ideapaint.com/help).

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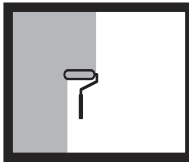
## PREPARATION

Use IdeaPaint™ Magnetic Primer on Drywall, Wood, Metal, Most Plastics, Fiberglass, or Formica® to create a magnetized surface. The container provides enough paint to cover the area listed on the can. If coating a surface larger than the listed area, use additional product. Shelf life is 12 months, unopened at a room temperature of 25°C / 77°F.

**SURFACE PREPARATION:** The surface must be clean, dry, and free from wax, polish, grease, oils, chalk, dirt, loose paint, and other contaminants. Scuff-sand hard, glossy surfaces for maximum adhesion.

**PRODUCT PREPARATION:** IdeaPaint™ Magnetic Primer is ready to apply after being properly mixed. Metal pigments will settle to bottom – **STIR THOROUGHLY FOR a FULL 3-5 MINUTES PRIOR TO APPLICATION** to ensure a smooth, even consistency. 3 minutes is required for material to be adequately mixed. Paint can be mixed by hand or with an electric drill using a paint mixing blade set on the lowest setting. NOTE: DO NOT mix paint with an electric drill at high speed.

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The ambient and surface temperature can be as low as 5°C / 40°F or up to 37°C / 100°F. DO NOT paint in direct sunlight or on a hot surface. If possible, plan your painting to avoid rain, moisture, and high humidity for the first 24 hours of curing. These conditions will extend curing & recoat times.

NOTE: DO NOT use as a primer over silicone caulks.

## APPLICATION

IdeaPaint™ Magnetic Primer requires 3 coats. Allow each coat to dry for 30 minutes before applying the next coat. Best results are achieved with a 3/8" nap synthetic roller. It is important to apply the appropriate amount of primer for the desired coverage area – achieving wet mils of 5-6 mils, and avoiding sags and roller marks as you go. DO NOT sand Magnetic Primer before applying your top coat.

### IF TOP COATING WITH IDEAPAIN™ WHITE DRY ERASE PAINT FOR A MAGNETIC, DRY ERASABLE SURFACE:

Wait 3 hours.

Apply 1-2 coats of a recommended, premium acrylic primer/sealer to adequately hide the color prior to application of IDEAPAIN™ White Dry Erase Paint. Hiding power will vary from primer to primer.

Wait 24 hours before applying IdeaPaint White Dry Erase Paint.

### IF TOP COATING WITH IDEAPAIN™ CLEAR DRY ERASE PAINT FOR A MAGNETIC, DRY ERASABLE SURFACE IN YOUR COLOR OF CHOICE:

Wait 3 hours.

Apply 1 coat of a recommended, premium acrylic primer/sealer to hide the color.

Apply 2 coats of recommended, premium latex paint with a semi-gloss or gloss finish.

Wait 24 hours before applying IdeaPaint Clear Dry Erase Paint.

### IF TOP COATING WITH LATEX PAINT FOR A MAGNETIC-ONLY SURFACE:

Wait 3 hours.

Apply a premium recommended, acrylic primer/sealer to hide the color.

Apply 2 coats of a recommended, premium acrylic latex paint. (A premium quality finish will help to avoid burnishing from frequent magnet use.)

Visit [ideapaint.com/basecoats](http://ideapaint.com/basecoats) for a list of preferred primers + basecoat paints.

**DRY ERASE PAINT APPLICATION** will depend on which of our products you are installing. Refer to the installation instructions specific to your chosen dry erase paint, which can be found at [ideapaint.com/help](http://ideapaint.com/help).

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## CLEAN UP

Wash hands after applying. Clean equipment immediately after use with soap and water. Clean spatters or spills immediately with warm water. If IdeaPaint™ Magnetic Primer sets-up or dries, use a lacquer thinner.