



# IdeaPaint Primer – White & Clear

High-Performance Bonder and Primer/Sealer

## CHARACTERISTICS

IdeaPaint Primer is a high-quality water-based bonder that has both primer and adhesive-live properties. It provides excellent adhesion, and is compatible with all top coats.

**Color:** White or Clear

**Drying Time** (at 77°F and 50% RH):

**To Touch:** 30 to 45 minutes

**To Topcoat:** 3 hours

**To Dry Erase Finish:** 24 hours

**Dry Hard:** 7-10 days

**Application Conditions:** 35°F - 100°F

**Flash Point:** >200°F (>93.9°C)

**Vehicle Type:**

**VOC:** <100 g/L

**Weight per Gallon:** 10.67 lb/gallon

**Viscosity:** 85 +/- 5 KU

**Spread Rate:** 450 Sq Ft per Gal

**White Density:** 10.56 lbs/gal

**Clear Density:** 8.61 lbs/gal

**LEED Compliance:** As of May 15, 2012, IdeaPaint Primer Complies with LEED® 09 Non-Flat Coating. 150 g/l VOC max. and a minimum gloss of 15 on a 85° gloss meter.

## FEATURES & BENEFITS

Excellent wet adhesion

Low Odor

Sandable

Excellent leveling

Use with industrial-grade top coats

Soap & water clean-up

Non-flammable

Bonds paint

## PRODUCT PREPARATION

IdeaPaint Primer is ready to apply from the can. If tinting, use universal tinting colors. Do not exceed two (2) ounces of tint per gallon. Shake or mix well before using.

## SURFACE PREPARATION

Surface must be clean and dry, free from all grease, wax, oil, polish, loose paint, dirt, rust or other contamination. Clean with a strong abrasive detergent, rinse well and allow to dry. Scrub moldy or mildewed surfaces with bleach and rinse well. When priming hard, glossy surfaces, metal or pre-finished siding clean per SSPC-SP1, which is solvent cleaning. Wipe down the surface with XIM GON Cleaner or Xylene. Do not use mineral spirits, turpentine solvents that will leave oily residues. For very hard, glossy surfaces, roughing the surface with silicon carbide sandpaper before applying the Bonder necessary for best adhesion.

## APPLICATION

Apply IdeaPaint Primer by synthetic fiber brush, ¼ inch synthetic roller or by spray. Avoid any excess foaming by thoroughly wetting the brush or roller with water before applying.

The temperature of the surface and the surrounding air should be between 35°F and 10°F. It will dry to touch in about 30-45 minutes under standard conditions (77°F and 50% relative humidity). Thicker coats will take longer to dry. It will generally become hard in about 7 - 10 days. They can be top-coated in 3 hours after application. When top coating with 2-component paints (for example, IdeaPaint Dry Erase Paint) allow 24 hours before painting.

Do not paint in direct sun or on a hot surface. Stop application two hours before a heavy dew or rain. If possible plan your painting to avoid rain, moisture and high humidity for the first 24 hours of curing.

IdeaPaint Primer covers about 450 square feet per gallon. Caulk seams and edges after priming.

## CLEAN UP

Clean-up with soap and water. If IdeaPaint Primer “sets-up”, or when cleaning up splatters or spills use warm water or lacquer thinner.

## CAUTIONS

Keep from freezing. Do not take internally. If sanding, wear a dust mask to avoid breathing sanding dust. Use with adequate ventilation. If you experience eye watering, headache or dizziness wear appropriate, properly fitted respirator during application. Avoid contact with eyes. Wash thoroughly after handling.

KEEP OUT OF REACH OF CHILDREN.

First Aid: In case of eye contact, flush with plenty of water for at least 15 minutes and get medical attention. If you experience difficulty in breathing, leave the area to obtain fresh air.

For additional information see the Material Safety Data Sheet (MSDS) for this product.

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The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of IdeaPaint, Inc. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your IdeaPaint representative to obtain the most recent Product Data Sheet.