

**PRODUCT DESCRIPTION**

**General Purpose Primer** is a high quality primer designed to seal new surfaces, block mild stains, and aid in changing topcoat colors. It can be applied to wood, masonry, drywall, aluminum, galvanized, and much more.

**FEATURES & SPECIFICATIONS****PERFORMANCE FEATURES**

- General Purpose for Various Substrates
- Fast Drying
- Promotes Adhesion
- Blocks Mild Stains
- Aids in Changing Color
- Alkali Resistant (<13 pH)
- Mildew Resistant

**SUBSTRATES**

- ✓ Concrete, Brick, & Stucco
- ✓ Fiber Cement Board
- ✓ Wood, MDF, & Composite
- ✓ Drywall & Plaster
- ✓ Galvanized & Aluminum

**AVAILABLE PRODUCTS**

**FINISHES:** 200 Primer

**BASES & COLORANT:** 100 White 0 - 2 oz/gal

**SIZES:** Gallon & Five Gallon

**PRODUCT SPECIFICATIONS**

**RESIN TYPE:** 100% Acrylic

**VOC (ASTM D6886):** < 50 g/L

**SOLIDS BY VOLUME:** 38 ± 2%

**WEIGHT PER GAL:** 11.4 ± .25 lbs.

**SUBSTRATES & SYSTEM RECOMMENDATIONS**

**PREP:** All surfaces must be cured, firm and dry. Use a suitable cleaner to remove all dirt, oil or other contamination. Sand glossy surfaces and remove dust. (See WARNING!)

**PRIME:** 1 Coat - General Purpose Primer

**Brush:** Synthetic Bristle

**Roll:** 3/8"-3/4" Synthetic Cover

**Spray:** 2000-2500 PSI / .015"-.021" Tip

**Thickness:** 4-6 Mils Wet / 1.5-2.3 Mils Dry

**Coverage:** 250-400 sq/ft Per Gallon

**Temperature:** 35°F - 100°F

**Dry Time:** 1 Hours Touch / 2 Hours Recoat

**Clean-up:** Water

**Thinning:** Not Required / <10% Water, If Necessary

**PAINT:** 2 Coats - Preferred Kelly-Moore Finish

A specialty primer may be required in some situations such as porous substrates, dense or glossy surfaces, chalky finishes, for corrosion protection, or to block stains and tannins. See a Kelly-Moore representative for additional recommendations.

*See following pages for detailed preparation and application instructions.*

**PREPARATION & APPLICATION****BEFORE PAINTING**

**GENERAL PREPARATION:** All surfaces must be cured, firm, dry and cleaned free of dust, dirt, oil, grease, wax, chalk, rust, mildew or any other contamination or condition that would adversely affect the performance of the coating. Sand glossy, dense or glazed surfaces. (See WARNING!)

**NEW ALUMINUM & GALVANIZED METAL:** Wash surface with TSP or other suitable cleaner, degreaser, or etching solution to remove oil and contaminants. Rinse thoroughly.

**TANNIN RICH WOOD:** Allow to weather until tannins naturally come out of the substrate. Clean tannins from surface prior to priming and painting.

**NEW & BARE SURFACES:** Prime surfaces following recommendations on page 1 & 2.

**PREVIOUSLY PAINTED SURFACES:** Remove any peeling, chalky or loosely adhering paint, sand to feather edges, dust clean (do not use tack rags). Glossy surfaces should be completely dulled prior to painting. (See WARNING!) Spot prime bare and patched areas or prime entire surface with a suitable Kelly-Moore product. When making a significant color or sheen change, a primer is recommended to aid hide and appearance of the topcoat.

**MOISTURE:** All surfaces should be dry before painting. Wood should have an internal moisture content of less than 15%. Masonry and plaster should be thoroughly cured and have an internal moisture content of less than 12%.

**STAIN BLOCKING:** When painting over stains or tannins, an appropriate primer is recommended before top coating. For heavy stains, a second coat of primer may be required. 24 hours are required between all coats.

**PATCHING & CAULKING:** Prime the surface then apply paintable patching or siliconized acrylic caulking to the manufacturer's recommendations. Patching should be reprimed once dry. Caulking should be allowed to fully dry, then the finish paint applied. Using fast dry primers over caulking is not recommended. Elastomeric patch & caulking are recommended with elastomeric paints only. Painting over flexible patch or caulking or in areas with substrate movement may cause cracking of the topcoat.

**MIXING:** Mix well before use. Purchase enough paint to complete your project at the same time. If additional paint is needed, retain some of the original material and intermix the paint before application or touch up.

**THINNING:** Apply at can consistency. If thinning is necessary to maintain workability, do not exceed 10%.

**CONTAINERS AND TOOLS:** Transfer material into a clean container for use. Use new or thoroughly cleaned tools. To avoid contamination, do not re-dip applicators or add used material into containers being used for storage.

**DURING PAINTING**

**GENERAL PAINTING:** Apply two separate finish coats to create even color, uniform sheen, maximum durability and easier touch-up. Maintain a wet edge while painting.

**TESTING:** Prior to full application, apply a test patch to ensure the preparation and coating system are appropriate for the project. If test patch results do not meet the needs of the project, contact a Kelly-Moore representative for recommendations.

**COVERAGE:** May vary depending on method of application, porosity and texture of the surface.

**FILM THICKNESS:** Always follow recommendations for application thickness on page 1. Over application may reduce performance and can lead to runs, extended dry times or a soft film.

**WEATHER:** Apply product only when material, air, and surface temperature are within the recommendations on page 1 and will remain above that temperature for at least 24 hours. Temperatures must remain 5° above the dew point during application and dry time. Do not expose to rain, fog, snow or any moisture during application or dry time. Limit exposure to heavy moisture for 24-48 hours after application.

**BACKROLLING:** While spraying, follow with a wet roller to ensure an even coat and fill in porous surfaces. This will reduce pinholes, create uniform sheen and make for easier touch-up.

**FIBER CEMENT BOARD:** Prime bare or factory primed surfaces. A minimum of two finish coats are required for sheen uniformity and touch up. Backroll all spray applied coats for best results.

**RECOATING:** Always follow recommendations for recoat times on page 1. Recoating too soon or too long after painting may reduce performance and can lead to adhesion loss, improper cure or a soft film.

**AFTER PAINTING**

**DRYING:** Dry times are based on standard conditions of 75°F with a relative humidity of 50%. Lower temperatures or higher humidity may extend drying times. Higher temperatures may speed drying time. Provide adequate ventilation and air movement during and after painting.

**STORAGE:** Store material at room temperature in a clean, tightly sealed container free of rollers, brushes, or other outside materials. Protect from freezing.

**CURE:** Architectural paints require up to 30 days after final application for full cure and maximum performance. Cure times vary depending on environmental conditions and air circulation.

**CLEANING:** Wait until at least two weeks after final paint application. Clean with fresh water and a cotton cloth. A small amount of mild detergent can be used, if necessary. See Kelly-Moore's Maintaining Painted Surfaces guide for more information.

**SPECIALTY PRIMER RECOMMENDATIONS****Heavy Stains / Tannins**  
265 Kel-Bond Hybrid**Chalky Surfaces**  
98 Multi-Seal**Porous Masonry**  
521 Block Filler**Drywall - Smooth / Level 5**  
988 Level 5**Corrosion Protection**  
6646 DTM Primer**Dense or Glossy Surfaces**  
2287 Kel-Bond Adhesion Plus

Ask a local Kelly-Moore representative for additional system recommendations.

**SAFETY INFORMATION****CAUTION!**

Harmful if inhaled. Causes eye, nose, throat and lung irritation. Overexposure may cause lung damage. Close container after each use. Keep away from heat and flame.

Do not breath dust, vapors or spray mist. Avoid contact with eyes, skin, and clothing. Wash thoroughly after handling.

Ensure fresh air entry during application and drying. If you experience eye watering, headache or dizziness or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriate, properly fitted respirator (NIOSH approved) during and after application. Follow respirator manufacturer's directions for respirator use.

If spilled, contain spilled material and remove with inert absorbent. Dispose of contaminated absorbent, container and unused contents in accordance with local, state and federal regulations.

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**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).

**First Aid:** If you experience difficulty in breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately.

**DO NOT TAKE INTERNALLY  
USE ONLY WITH ADEQUATE VENTILATION  
KEEP OUT OF REACH OF CHILDREN**

REFER TO PRODUCT'S SAFETY DATA SHEET (SDS) FOR ADDITIONAL HEALTH AND SAFETY INFORMATION

**WARRANTY**

The statements made on this label, product bulletins, or by any of our agents concerning this material are given for information only. They are believed to be true and accurate and are intended to provide a guide to approved construction practices and materials. As workmanship, weather, construction equipment, quality of other materials and variables affecting results are all beyond our control, Kelly-Moore Paint Company, Inc. does not make nor does it authorize any agent or representative to make any warranty of MERCHANTABILITY OR FITNESS for any purpose or any other warranty, guarantee or representation, expressed or implied, concerning this material except that it conforms to Kelly-Moore's quality control standards. Any liability whatsoever of Kelly-Moore Paint Company, Inc. to the buyer or user of this product is limited to the purchaser's cost of the product itself.

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