



SPECIFICATIONS

RESIN TYPE
PVA

FINISH
<5 @ 60°

TEMPERATURE
50°F - 100°F

WEIGHT PER GALLON
11.4 ± 0.25 lbs.

SIZES AVAILABLE
5 Gallon Containers

CLEAN-UP
Soapy Water

SOLIDS BY VOLUME
28% ± 2%

BASES AVAILABLE
White

V.O.C.
<50 g/L
(per ASTM D6886)

PRODUCT DESCRIPTION

Southwest Select PVA Primer is a high quality interior primer designed to meet the needs of the new construction market. This product provides good hide and sheen holdout on new drywall. Intended for use on walls and ceiling surfaces. A great choice for new residential, commercial construction, apartments, schools, retail spaces, and much more.

FEATURES

- PVA Formula
- Good Hide
- Uniforms Substrate

- Seals Drywall & Texture
- Minimizes Joint Banding

PERFECT FOR

- New Residential Construction
- Commercial Construction
- Apartments
- Schools
- Retail Spaces

MEETS VOC LIMITS FOR

- CARB
- National AIM
- SCAQMD
- GS-11
- LEED V4

SUBSTRATES & SYSTEM RECOMMENDATIONS

PREP

Properly prepare all new or previously painted surfaces. See 'Surface Preparation' on Page 2 for detailed instructions.

PRIME

Prime 1 Coat Southwest Select PVA Primer

BRUSH
Synthetic Bristle

ROLL
3/8" to 3/4"
Synthetic Cover

SPRAY
2000-2500 PSI
.013"-.017" Orifice Tip

FILM THICKNESS
4.0-6.0 Wet Mils
1.1-1.7 Dry Mils

PRACTICAL COVERAGE
250-400 sq ft/gal

DRYING TIME
@ 75°F & 50% R.H.
Touch: 1 hr Recoat: 2 hrs

See 'Application' on Pages 2 and 3 for full product specifications and information.

PAINT

Topcoat 2 Coats Preferred Kelly-Moore Finish

Kelly-Moore offers a wide variety of paints in many sheens for nearly every surface. It is important to choose the correct product for your project.

Follow application instructions found on Pages 2 and 3. Refer to the Technical Data Sheet of selected finish for complete product specifications and information.

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

SURFACE PREPARATION

GENERAL 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.*

NEW SURFACES All surfaces should be sound, free of contamination and dry.

*See WARNING! below for existing leaded paint.

SAFETY INFORMATION

Avoid contact with eyes, skin and clothing. Do not take internally. Wash thoroughly after handling. Close container after each use. For additional safety information consult the Safety Data Sheet for this product.

USE ONLY WITH ADEQUATE VENTILATION

KEEP OUT OF REACH OF CHILDREN

For proper disposal of excess material, please contact your local city or county waste management agency.

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.

APPLICATION

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 one-half pint of water per gallon.

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.

TEMPERATURE Do not apply when material, air, and/or surface temperature is outside of the recommendations on page 1. Store at room temperature and protect from freezing.

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

NEW SURFACES Prime surfaces following primer recommendations on Page 1 and 2.

Two finish coats will provide a more even color and sheen. It will also help with touch-up and durability. Backroll while spraying to ensure an even coat. Backrolling the prime coat will fill in porous surfaces. Backrolling the topcoat will reduce pinholes, create uniform sheen, and make for easier touch-up. Avoid lap marks by maintaining a wet edge at all times. Re-wet your applicator before it starts to run dry; any light spots, when dried, may appear different than heavy spots in both color and sheen. An even coat is your goal. Lay the paint on and leave it alone. Be sure to give paint an opportunity to flow and level after application. This product is not intended for use on floors.

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.

TEXTURED DRYWALL Seal the wallboard prior to applying texture. Once textured, follow the system recommendations for primer and topcoat listed on the finish coating Technical Data Sheet.

Continue onto Page 3

APPLICATION (CONTINUED)

CAULKING When filling voids, prime the surface then apply paintable patching, acrylic caulking, or siliconized acrylic caulking to the manufacturer's recommendations. Allow the caulking to fully dry, then apply the finish paint. When sealing voids or joints with expected movement, prime and paint the surface. Allow the paint to fully dry, then apply acrylic or siliconized acrylic caulking. Clear or colored caulking is a good choice for this type of application. Painting over caulking where substrate movement is present may cause cracking of the finish coating.

CONTAINERS AND TOOLS Transfer material into a clean container before 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.

STORAGE Store material in a clean, tightly sealed container free of rollers, brushes, or other outside materials.

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.

CURE Architectural coatings require up to 30 days after final application for full cure. Cure times vary depending on environmental conditions and air circulation. Full performance characteristics are achieved when coating has fully cured.

CLEANING Wait at least two weeks after application before attempting to clean or maintain the surface. Use a new soft cotton cloth or sponge with clean water to wipe the surface. If the surface has heavy dirt or stains, a mild detergent may be added to the water for cleaning. Clean tools with warm soapy water.

LIMITED WARRANTY

The statements made on this bulletin, product labels 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 other 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.