

Product Data Sheet

PRODUCT DESCRIPTION

Primacy is a premium quality interior latex primer/sealer specifically developed for interior surfaces. It provides excellent hide, as well as superior flow and leveling characteristics when brush or rolled. Primacy offers exceptional hold out for latex topcoats to deliver a smooth, uniform finish.

TYPICAL USES

It is formulated for use on residential or commercial interior drywall and plaster surfaces.

BASES & COLORS (tintable with ACS colorant)

DU-1516 White 0-4 oz/gal

With the addition of ACS colorant, it can be shaded to approximate the color of the finish coat.

PHYSICAL PROPERTIES (DU-1516)

Resin Type	Vinyl Acrylic
Clean-up Solvent	Water
Finish	4-7 @ 85°
Solids by Weight	55 %
Solids by Volume	35 %

Recommended Dry Film Thickness per Coat	2-3 mils
---	----------

Wet Film to Achieve DFT	5.7-8.6 mils
-------------------------	--------------

Theoretical Coverage @ 1 mil	561 ft ² /gallon
------------------------------	-----------------------------

Practical Coverage at Recommended DFT ¹	187-280 ft ² /gallon
--	---------------------------------

<u>Dry Times</u> ² @ 70° F (21° C) and 50% R.H.	Touch 1 hour Recoat 3 hours
--	--------------------------------

VOCs	50 grams/liter
------	----------------

¹ Spread rates are estimates based on products volume solids and make no allowance for material loss during application. Actual spread rates may vary dependent on applicator experience, surface porosity and texture.

² Dry times may vary depending upon temperature, humidity and degree of air movement.

SPECIFICATIONS

Interior Drywall

1 ct Primacy Premium Primer/Sealer
2 cts Any Diamond Vogel Interior Latex, Alkyd or Waterborne Epoxy finish.

Interior Plaster

1 ct Primacy Premium Primer/Sealer
2 cts Any Diamond Vogel Interior Latex, Alkyd or Waterborne Epoxy finish.

This data sheet provides general recommendations and not intended to limit the use of this product. Test areas are always recommended to confirm results. For more detailed recommendations, please contact your local Diamond Vogel Sales Representative.

SURFACE PREPARATION

All surfaces must be cured, clean, sound, dry and free of all dirt, dust, efflorescence, wax, oil, grease, chalk and any other contamination that would interfere with new coating adhesion. **Bare surfaces must be properly prepared prior to application of this product.**

Plaster Surfaces New plaster must cure for a minimum of 30 days at 72° F (22° C) prior to coating application. Sand smooth and dust. Fill cracks with spackling compound, allow to dry and sand smooth. Remove sanding dust.

Drywall Surfaces Fill nail holes and imperfections with spackling compound and allow to dry. Sand tape joints and spackled areas and remove dust.

Previously Painted Surfaces

- Power or hand washing is recommended to remove contamination. If oil or grease is present, use of a cleaner/degreaser is required. All cleaning residue must be completely rinsed from the surface. Allow to dry.
- Remove all loose coatings and corrosion by scraping, sanding or other abrading method. Dull glossy, slick and/or non-porous surfaces with sandpaper.
- Patch and fill areas as needed and spot prime.

Mildew

Remove by using a solution of one (1) part household bleach and three (3) parts water. Apply to mildewed area and scrub. Allow solution to remain on the surface for 3 to 5 minutes then rinse completely and allow to dry before coating application. Do not add ammonia to the bleach/water solution.

APPLICATION

- Stir material prior to application. Intermix tinted containers to ensure color uniformity of all material.
- Equipment must be clean prior to start. Flush airless lines with clean water.
- Apply by brush, roller or spray. A good quality synthetic brush will make application easier. Select a roller cover suited for the texture of the surface to be coated. Airless tip sizes of .015 to .017 are recommended.
- Apply the product in full even coats and maintain a wet edge. Allow the product to dry between coats.
- Do not thin.

ENVIRONMENTAL VARIABLES

Protect product from freezing prior to and during application. Minimum surface and air temperature required for application is 50° F (10° C) and at least 5° F (3° C) above the dew point. Curing is affected by temperature, humidity and air movement; cold temperatures will greatly increase the dry time. Application at elevated temperatures, wind conditions, and/or low humidity may require special application procedures to achieve proper film formation.

CLEAN-UP

Clean up spills immediately with soap and warm water. Clean hands and tools immediately after use with soap and warm water. After cleaning, flush spray equipment with mineral spirits to prevent rusting of the equipment.

CAUTIONS

For interior use only
Do not apply below 50° F
Not intended for use on floors
Protect from freezing
Do not take internally
Use with adequate ventilation
KEEP OUT OF REACH OF CHILDREN

*WARNING! If you scrape, sand, or remove old paint, 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. Clean up carefully with a HEPA vacuum and wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Limited Warranty

The technical data and suggestions for use contained in this document are true and correct to the best of our knowledge at the date of issuance. The statements of this document do not constitute a warranty, expressed or implied, as to the performance of these products. Since Diamond Vogel does not control the application of its products, or the condition of the surfaces to which they are applied, Diamond Vogel's liability will under no circumstances exceed replacement of the product.