



# Technical Data Bulletin

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## BULLS EYE 1-2-3®

**Water Base Primer Sealer**

**All Surface, All Purpose Stain Killer Bond Coat**

**Generic Type** – 100% acrylic resin water-based interior/exterior stain blocking primer sealer

### Performance Characteristics

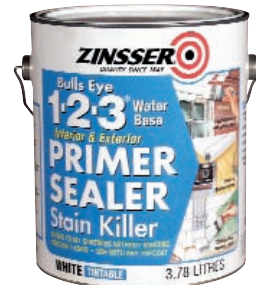
- Fast drying – may be recoated in 1 hour
- Adheres to glossy surfaces without pre-sanding or deglossing
- Rust inhibitive coating
- Resists mold & mildew on primer film
- High pH resistance (up to 12.5)
- Seals common graffiti stains
- Excellent enamel undercoat
- Compatible with oil or latex topcoats
- Clean up with soapy water

**Recommended Uses** – Apply to interior and exterior – walls, ceilings, doors, trim, fascia, soffits, foundations, railings, and related paintable surfaces. **BULLS-EYE 1-2-3** bonds to wood, plaster, concrete, gloss enamels, hardboard, glass and tile. Provides a rust inhibitive coating on iron railings, steel frames, piping, etc. Resists the growth of mold and mildew on primer film in damp, humid environments. Resistant to high pH surfaces (up to 12.5) including; plaster, poured concrete, concrete block, stucco and 'hot' joint/texture compounds. Seals porous surfaces and traps most stains in the primer film – graffiti, grease, rust, cedar & redwood tannin, creosote, and asphalt stains. Some stains may require a second coat.

**Interior Substrates** – New or previously painted drywall, cured plaster, cement, poured concrete, concrete block, stucco, wood (pine, fir, birch, oak and plywood), aluminum, iron, steel and galvanized metal, PVC, glossy laminates and other interior surfaces.

**Exterior Substrates** – Recommended for all types of wood (New or previously painted pine, fir, cedar, redwood, plywood, T-111, and pressure treated wood), hardboard, metal (aluminum, steel, iron and galvanized metal), PVC, fiberglass, masonry (stucco, concrete block, poured concrete and brick).

**Rust Inhibitive** – Dries to a tight, water resistant film that inhibits development and spread of rust on metal. Remove rust and wipe surface clean with a rag dampened in alcohol.



**Mold & Mildew Resistance** – Resists the growth of mold and mildew on the primer film.

**High pH Resistance** – Can be applied to high pH surfaces (up to 12.5) without bubbling, lifting or degrading due to high alkalinity making it an ideal primer for concrete, stucco, plaster & fast setting joint/texture compounds.

**Cedar & Redwood Bleed** – Traps tannins in the primer film to prevent them from 'bleeding' into the finish coat. For best results, allow to dry overnight before applying topcoat. Very porous woods may require two coats before topcoat.

**Chalky Siding** – Contains chalk-binding resins for use on moderately chalked aluminum or previously painted siding and trim.

**Glossy Surfaces** – Adheres to glossy enamel paints and clear finishes, Formica®, Masonite®, PVC, fiberglass, vinyl – even ceramic tile – without pre-sanding or surface deglossing.

**Application** – Ready to use - no dilution necessary. In most cases only one coat is necessary. Porous surfaces may require two coats to properly seal. Prime entire surface for best results.

**Thinning** – If thinning is necessary add no more than 10 fl. oz. clean water per gallon and stir thoroughly. Note that thinning the primer may affect its stain blocking properties.

**Cleanup** – Clean up spills and drips with a wet rag. If dried, use a latex paint remover. Wash application tools in warm, soapy water immediately after use. If dried on application tools soak in a solution of equal parts ammonia and water. Scrub with a stiff brush. Follow manufacturer's instructions to clean spray equipment.

**Disposal** – Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

### Surface Preparation

Surfaces should be clean, dry, sound and free of dust, dirt, excessive chalky material, grime, grease, oil, wax, mildew, wallpaper adhesive or any contamination that may interfere with adhesion. If unsure, always wash surface with a household ammonia and water solution, appropriate cleaning solution, or solvent (Do not use TSP as a cleaner). Remove any unsoundly adhered coatings. Sand any remaining paint film edges smooth with the surface. Lightly sand exposed exterior wood with 80 to 100 grit sandpaper to remove loose or weathered wood fibers. Attempt to remove existing stains by washing, sanding, scraping, etc. Kill exterior mildew with Zinsser JOMAX® House Cleaner and Mildew Killer. Remove interior mildew with an interior mildew cleaner. Countersink exposed nail heads, spot-prime and fill with Zinsser *Ready Patch*® spackling compound. Remove rust and wipe metal with a cloth dampened in alcohol. Clean new galvanized metal with paint thinner with a final rinse in vinegar to remove oils. Spot prime knots and sap streaks with Zinsser *B-I-N*® Primer-Sealer before priming full surface with **BULLS EYE 1-2-3**.

**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.

### Limitations

**Bulls Eye 1-2-3** is not intended for blocking heavy water-stains or for application to floors, decks, roof surfaces or any surface subject to immersion or prolonged contact with water. These limitations not to be construed as all inclusive.

### Precautions

**Keep away from children.** Do not take internally. Avoid inhalation of spray or prolonged skin contact. To prevent product from skinning over close container after each use. Keep lid tightly closed during storage. Protect from freezing. If contents freeze, thaw to room temperature before using.

**Warranty** – **BULLS EYE 1-2-3** is guaranteed to perform as indicated when applied according to label directions to a properly prepared surface. Directions are as complete as possible but cannot encompass all conditions, applications, and/or surfaces beyond manufacturer's control. The contents of the container are warranted to be free from any other defect for 2 years from the date of manufacture. All warranties and guarantees are limited to refund or replacement of product used with proof of purchase. No other warranty or guarantee is expressed or implied.

### Application Data

**Brush, roller or pad** Nylon, polyester or synthetic  
**Airless Spray** .015"-.017" tip @ 2000-2500 psi  
**Conventional Spray** Thin up to 10% clean water  
Spray @ 50-90 psi

### Practical Spread Rate Application Conditions

Temperature Range: 50° – 90°F  
Relative Humidity: 10% - 85%  
Substrate Moisture: 12% max moisture content

### Dry Time (75°F / 50% RH)

To Touch: 35 min  
To Recoat: 1 hr  
Stain Sealing: 2 hrs / Tannin 24 hrs  
Full Scrape Cure: 7 days  
**Tinting** Up to 2oz Universal Colorant

### Cleanup

Liquid detergent and warm water. If dried on tools, let soak overnight in a 1:4 ammonia and water solution.

### Specification Data

**Solids by weight** 50.5%  
**Solids by volume** 34.0%  
**Density** 10.5 lbs/gal  
**Viscosity range** 100 – 110 KU  
**Theoretical Spread**  
**Rate @ 1 mil DFT** 10m<sup>2</sup>/L  
**Gloss @ 60°/3 day cure** 23% (satin)  
**Enamel holdout** 1.0% gloss change  
**Wet adhesion** Pass 2000 cycles  
**Flexibility/7 day cure (1/4" Mandrel)** Pass/5A  
**Flame Spread (ASTM-84-97A)** 5, Class 1  
**Smoke Contribution (ASTM-84-97A)** 0, Class 1  
**Flash Point (ASTM-D3278)** >180°F  
**VOC less than** 150 grams/liter  
**Freeze/thaw stable** Yes  
**Shelf Life** 60 months @ 75°F  
**Storage/Handling** Store indoors  
40°F – 80°F