



**BULLS-EYE 1-2-3®
DEEP TINT WATER-BASED PRIMER**

DESCRIPTION AND USES

Zinsser® Bulls-Eye 1-2-3® Deep Tint Water-based Primer is a deep base primer that can be tinted to dark or bright colors to help hide unwanted colors or patterns. Hiding and coverage of the topcoat is extended when Bulls-Eye 1-2-3 Deep Tint is used first.

It is suitable for use on bare or painted surfaces including wood, drywall, cured plaster, concrete and masonry, stucco, aluminum, vinyl, steel, galvanized metal and PVC. Deep Tint adheres to glossy surfaces such as enamel paints and varnishes, paneling, laminates and ceramic tile without sanding or de-glossing.

PERFORMANCE CHARACTERISTICS

- Provides maximum hide
- Adheres to all surfaces
- Use with any oil-based or water-based topcoat
- Tint towards mid or deep tone colors
- Dries in 1 hour

PRODUCTS

SKU	Description
2030	5-Gallon
2031	1-Gallon
2034	1-Quart

PRODUCT APPLICATION

SURFACE PREPARATION

Surfaces should be clean, dry, sound and free of any contamination, mildew, rust or unsound coatings that may interfere with adhesion. If unsure of cleanliness, always wash surface with household ammonia and water solution, appropriate cleaning solution or solvent (do not use TSP as a cleaner). Remove any peeling and/or unsound coatings. Sand any remaining paint film edges smooth. Spot prime knots and sap streaks with Zinsser B-I-N Primer-Sealer.

PRODUCT APPLICATION (cont.)

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 a 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.

SEALING

Bulls-Eye 1-2-3 Deep Tint seals porous surfaces and provides a smooth and even finish to extend the coverage of topcoats and provide uniform and consistent sheen. Excellent for use on moderately chalked aluminum or previously painted aluminum siding and trim.

STAIN BLOCKING

Effectively blocks stains from grease, asphalt, crayon, graffiti as well as minor rust stains, light water stains and cedar or redwood bleed. Note: When priming over bare cedar or redwood, allow 24 hours dry time before painting. Certain applications may require a second coat of primer. Prime severe water and smoke stains and block associated odors with Zinsser B-I-N Primer Stain-Blocker.

LIMITATIONS

Bulls-Eye 1-2-3 Deep Tint Primer is not recommended for exterior applications such as floors, decks, roof surfaces or any surface subject to immersion or prolonged contact with water. Do not mix or intermix Bulls-Eye 1-2-3 Deep Tint with other water-based products

APPLICATION

Apply only when air, material, and surface temperatures are between 50-90°F (10-32°C) and the relative humidity is below 85%. Thoroughly mix to ensure any settled pigment is re-dispersed before using. In most cases only one coat is necessary to prime most surfaces. If excessive absorption occurs over very porous substrates a second coat may be necessary. Spot priming is recommended only under high-hiding topcoat finishes. For best results, prime entire surface before painting.

Apply with a synthetic (nylon, polyester or blend) bristle brush, roller, or airless sprayer. Follow manufacturer's instructions when using spray equipment. For airless spraying use a 0.017" tip at 2000 to 2500 psi. Wear NIOSH approved respirator and provide adequate ventilation.



TECHNICAL DATA

BULLS-EYE 1-2-3[®] DEEP TINT WATER-BASED PRIMER

PRODUCT APPLICATION (cont.)

THINNING

If thinning is necessary, add no more than 10 fluid ounces of clean water per gallon and mix thoroughly. Note that thinning the primer may affect its stain-blocking properties.

TINTING

Bulls-Eye 1-2-3 Deep Tint Water-based Primer **MUST BE TINTED BEFORE USE**. Add 3 to 6 ounces of any combination of universal colorants per gallon. The addition of 2 ounces of black or umber will help shift the color to a darker shade. Shake well to disperse the colorant.

DRY TIME

Dries to the touch in 30 minutes, can be recoated in 1 hour. Lower temperatures, higher humidity, and the addition of tint will prolong dry and cure time. Allow more time at cooler temperatures.

CLEAN-UP

Clean up spills and paint drips with detergent and warm water. If spills or drips have dried, use denatured alcohol or ammoniated detergent to soften and remove primer. Wash application tools in detergent and warm water immediately use. Follow equipment manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

**TECHNICAL DATA****BULLS-EYE 1-2-3® DEEP TINT WATER-BASED PRIMER****PHYSICAL PROPERTIES**

Physical Properties		BULLS-EYE 1-2-3 DEEP TINT WATER-BASED PRIMER
Resin Type		Styrene Acrylic
Pigment Type		Titanium Dioxide
Solvents		Water, Glycol Ethers
Weight	Per Gallon	10.7 lbs.
	Per Liter	1.28 kg
Solids	By Weight	50.9%
	By Volume	37.5%
Volatile Organic Compounds		<50 g/l (0.42 lbs./gal.)
Recommended Dry Film Thickness (DFT) per Coat		1.0-1.5 mils (25-37.5 μ)
Wet Film to Achieve DFT (Unthinned material)		3.0-4.0 mils (75-100 μ)
Theoretical Coverage at 1 mil DFT (25 μ)		602 sq.ft./gal. (14.8 m ² /l)
Practical Coverage at Recommended DFT (assume 15% material loss)		Approximately 400-450 sq.ft./gal. (9.8-11.1 m ² /l) depending on application method and surface porosity
Dry Times at 70°F (21°C) and 50% Relative Humidity	Touch	30 minutes
	Recoat	1 hour
	Full Cure	7 days
Shelf Life		5 years
Flash Point		>200°F (93°C)
Storage		40-90°F (4-32°C)
Safety Information		For additional information, see MSDS

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