SMARTPRIME®

DESCRIPTION AND USES

Zinsser ® SmartPrime® is a water-based modified acrylic primer/sealer, stain killer and bond coat. This product provides the characteristics of an oil-based product in an all-purpose water-based interior/exterior primer. SmartPrime was developed for professional and commercial applications, combining stain blocking power, fast-dry convenience, excellent flow and leveling, and excellent adhesion to glossy surfaces.

It is suitable for use on residential, institutional or commercial use in schools, hospitals, hotels, nursing homes, restaurants, etc. Apply to interior and exterior walls, ceilings, doors, trim, fascia, soffits, foundations, railings, and related paintable surfaces. SmartPrime adheres to wood, plaster, concrete, gloss enamels, hardboard, glass and tile.

For interior surfaces, apply to new and previously painted drywall, plaster, wood (pine, fir, cedar, redwood, plywood), metal (aluminum, stainless steel, galvanized metal), vinyl, PVC, fiberglass and masonry (stucco, concrete block, concrete, brick). For exterior surfaces, apply to new or previously painted wood (pine, fir, cedar, redwood, T-111, plywood, pressure-treated wood), hardboard, glass, metal (aluminum, stainless steel galvanized metal), PVC, rigid plastics, aluminum and vinyl siding, fiberglass and masonry (stucco, concrete block, concrete, brick).

SmartPrime penetrates to seal porous surfaces to provide a smooth and even finish so topcoat paints have better coverage and more consistent sheen. Smart Prime blocks stains from water, smoke, cedar or redwood bleed, grease, handprints, asphalt, crayon, graffiti and rust stains.

PERFORMANCE CHARACTERISTICS

- Bonds to glossy surfaces without scuff sanding
- Formulated with proprietary stain-blocking resins
- Dried film is mold and mildew resistant
- Bonds moderately chalky surfaces
- Dries in minutes, can be recoated in 1 hour

PRODUCTS

SKU	Description
249727	1-Quart
249728	5-Gallon
249729	1-Gallon

PRODUCT APPLICATION

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 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 with the surface. Remove existing stains by washing, sanding, scraping, etc. Countersink exposed nail heads, spot prime and fill all nail holes and gouges with Ready-Patch® spackling compound or equally suitable material. Lightly sand exposed exterior wood with 80 to 100 grit sandpaper to remove loose or weathered wood fibers.

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.

NEW DRYWALL

New drywall must be wiped down with a damp cloth to remove residual joint compound dust prior to priming.

PLASTER & CONCRETE

New plaster must age 30 days before application of SmartPrime. Concrete, plaster, masonry and related surfaces must be fully cured before priming.

DAMAGED DRYWALL

Damaged drywall should be repaired prior to priming. Spot prime area of torn drywall facing paper or exposed gypsum core with GardZ® Problem Surface Sealer and then skim coat with drywall mud before priming the total area with SmartPrime.

PRODUCT APPLICATION (cont.)

MOLD & MILDEW

Remove interior mildew stains by washing the surface with a solution of one cup household bleach in a gallon of water. Follow label instructions and personal protection recommendations on the MSDS. Do not add ammonia or other cleaning products to the bleach solution. Kill exterior mildew with Jomax® House Cleaner and Mildew Killer. If concerned about mold and mildew behind walls, underneath flooring, in ventilation systems or other unseen areas, contact a professional who specializes in mold and mildew remediation. For commercial buildings and schools, follow appropriate guidelines for mold removal.

STAINS

Remove existing stains by washing, sanding, scraping, etc. Water stains, stains from water-based markers and smoke stains should be primed with B-I-N Primer/Sealer. Nicotine stains should be primed with Cover-Stain®.

STAIN BLOCKING

Blocks stains from water, smoke, cedar or redwood bleed, grease, handprints, asphalt, crayon, graffiti and rust stains. Make sure all water leaks are repaired before applying SmartPrime to a water stain. If the area requires patching, apply SmartPrime before and after applying the spackling or patching compound. After applying SmartPrime to the stain, the stain may appear in the primer film. This is normal. The stain will be locked in the primer film and will not bleed into the topcoat. Allow 2 hours to dry for interior stain blocking and overnight for bare cedar or redwood. Certain applications may require a second coat of primer. Prime severe water and smoke stains and block associated odors with Zinsser B-I-N Shellac Base Primer Stain Blocker.

METAL SURFACES

Use SmartPrime to prime uncoated ferrous metals, galvanized metal, aluminum, or previously painted ferrous metals.

WOOD

Lightly sand exposed exterior wood with 80-100 grit sandpaper to remove loose or weathered wood fibers. For new Cedar and Redwood applications, allow SmartPrime to dry 24 hours before painting or topcoating. Sand interior bare wood surfaces using medium to fine grit sandpaper.

LIMITATIONS

Smart Prime is not recommended for application to floors, decks, roof surfaces or any surface subject to immersion or prolonged contact with water.

PRODUCT APPLICATION (cont.)

APPLICATION

Apply only when air, material, and surface temperatures are between 50-90ºF (10-32ºC) and the relative humidity is below 85%. Substrate moisture should not exceed 12%.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. Keep container closed when not in use.

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 .017" tip at 2000 to 2500 psi. If a conventional sprayer is used, spray at 50-60 psi. Wear NIOSH approved respirator and provide adequate ventilation.

THINNING

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

TINTING

SmartPrime may be tinted with up to 2 ounces of universal colorant per gallon. Tinting the primer toward the color of the topcoat helps hide in one coat. For mid or deep tone colors use Bulls-Eye 1-2-3 Deep Tint. Note: The addition of universal colorant may prolong the dry time of this product.

DRY TIME

Dries to the touch in 30 minutes, can be recoated in 1 hour. The primer film develops full adhesion and hardness after it cures in 7 days. 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

SMARTPRIME®

PHYSICAL PROPERTIES

Physical Properties		SMARTPRIME
Resin Type		Water-based Acrylic
Pigment Type		Titanium Dioxide
Solvents		Water, Glycol Ethers
Weight	Per Gallon	10.8 lbs.
	Per Liter	1.29 kg
Solids	By Weight	50.9%
	By Volume	35.2%
Volatile Organic Compounds		0 g/l
Recommended Dry Film Thickness (DFT) per Coat		1.0-1.5 mils (25-37.5µ)
Wet Film to Achieve DFT (Unthinned material)		3.0-4.0 mils (75-100µ)
Theoretical Coverage at 1 mil DFT (25µ)		565 sq.ft./gal. (13.9 m^2/l)
Practical Coverage at Recommended DFT (assume 15% material loss)		Approximately 400 sq.ft./gal. (9.8 m^2/l) depending on application method and surface porosity
Dry Times at 70°F (21ºC) and 50% Relative Humidity	Touch	30 minutes
	Recoat	1 hour
	Full Cure	7 days
Shelf Life		5 years
Flash Point		>200ºF (93ºC)
Flame Spread (ASTM-84-97A)		Class A
Smoke Contrib. (ASTM-84-97A)		Class A
MPI Certified		#39, 50, 137, 149
Storage		Store indoors at 40-90°F (4-32°C)
Safety Information		For additional information, see MSDS

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Form: GDH-69
Rev.: 053113