

RUST-OLEUM®

HIGH PERFORMANCE

**ROCPRIME UNIVERSAL
ALKYD PRIMER 340****DESCRIPTION AND USES**

ROCPrime Universal Alkyd Primer 340 is a premium alkyd primer designed to be used in mild to moderate environments on interior and exterior metal, concrete, wood, drywall, and other surfaces. This versatile primer not only offers excellent adhesion to various surfaces, but also provides superior hiding power as well. This alkyd primer dries faster than traditional oil-based products with a top coat time of as little as 2 hours. Not for use on galvanized steel.

MPI #76, #79, #136 Certified. (Refer to the MPI website for the most current listing of MPI certified products.)

PERFORMANCE CHARACTERISTICS

- Excellent adhesion to multiple surfaces
- Dries to the touch in as little as 35 minutes
- Suitable for interior and exterior use
- High hiding, stain blocking formula for superior coverage
- Two-Year rust proof guarantee*

PRODUCTS

1-Gallon	5-Gallon	DESCRIPTION
302140	302139	White
330142	330144	Gray
330143	330145	Red

RECOMMENDED TOPCOATS

ROCAlkyd Direct to Metal Alkyd Enamel 7400, V7400, & CV740

ROCArylic Direct to Metal Acrylic Enamel 3800

ROCEpoxy Direct to Metal Epoxy Mastic 9100

ROCThane Direct to Metal Urethane Mastic 9800

RUST PROOF GUARANTEE*

*Submitting the Two-Year Rust-Proof Guarantee form located on the **ROCPrime Universal Alkyd Primer** web page completely filled out, signed and with proof of purchase attached, no later than 30 days after project completion for projects using up to 50 gallons is required to qualify for the rust-proof guarantee. For projects larger than 50 gallons, please contact Rust-Oleum Technical Service Department at: Rust-Oleum Technical Service Department, 11 Hawthorn Pkwy, Vernon Hills, IL 60061, or email to: technicalservice@rustoleum.com

PRODUCT APPLICATION**SURFACE PREPARATION**

ALL SURFACES: Remove all dirt, grease, oil, salt, and chemical contaminants by washing the surface with Krud Kutter® PRO Cleaner Degreaser, commercial detergent or other suitable cleaner. Mold and mildew must be cleaned with Concrobium® Mold Control. Rinse thoroughly with fresh water and allow to fully dry. All surfaces must be dry at time of application.

STEEL: Hand tool (SSPC-SP-2) or power tool (SSPC-SP-3) clean to remove loose rust, mill scale, and deteriorated previous coatings. Abrasive blasting to a minimum Commercial Grade (SSPC-SP-6, NACE 3) with a 1-2 mil (25-50 µ) surface profile is recommended for optimal performance. Abrasive blast cleaned steel requires two coats.

PREVIOUSLY COATED: Previously coated surfaces must be sound and in good condition. If some of the previous coating has been removed, featheredge the terminal edge by sanding to form a smooth transition to the substrate.

ROCPrime Universal Alkyd Primer is compatible with most coatings, but a test patch is suggested.

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.

THINNING

Mix thoroughly prior to use. Material should not need thinning. Attempt to apply material before making any thinning adjustments with Professional Solutions Mineral Spirits Thinner or Xylene Solvent Blend.

COLOR/TINTING

ROCPrime Universal Alkyd Primer White may be tinted to off-white and pastel shades by adding no more than 2 oz. (59 ml) universal colorant per gallon. Tinting the primer towards the topcoat improves the hiding power of the topcoat.

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**ROCPRIME UNIVERSAL
ALKYD PRIMER 340****PRODUCT APPLICATION (cont.)****APPLICATION**

Apply only when air, material, and surface temperatures are between 40-90°F (4-32°C), the relative humidity is less than 85%, and surface temperature is at least 5°F (3°C) above the dew point. Mix thoroughly to ensure any settled pigment is redispersed 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 paints. For best results, prime entire surface before painting. Apply with a high quality natural or synthetic brush, roller, pad, or sprayer. Follow manufacturer's instructions when using spray equipment. For airless spraying, use a 0.015 to 0.017" tip at 1800 to 2200 psi.

CAUTION: Protect surrounding surfaces from over spray. Over spray can be wet or dry depending on height of work, weather, environmental conditions, and application equipment. Wet over spray can adhere to unwanted surfaces. Dry over spray may be removed by wiping or washing. Always clean dry over spray from hot surfaces before fusing occurs as surface temperatures can be higher than the air temperature.

PRODUCT APPLICATION (cont.)**DRY TIME**

Dry times are based on 70°F (21°C) and 50% relative humidity. In most cases **ROCPRIME** Universal Alkyd Primer will dry to the touch in 35 minutes and can be recoated after 2 hours. The dry primer film develops full adhesion in 4-7 days. Lower temperatures, higher humidity and the addition of tint will prolong the dry and cure time.

CLEAN-UP

Clean up spills and paint drips with a rag soaked in Professional Solutions Mineral Spirits Thinner. If spills or drips have dried, use paint remover. Application tools may be cleaned using Professional Solutions Mineral Spirits Thinner. Follow manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating solvent-based coatings.

	TECHNICAL DATA	RO-254
	ROCPRIME UNIVERSAL ALKYD PRIMER 340	

PHYSICAL PROPERTIES

ROCPRIME UNIVERSAL ALKYD PRIMER 340		
Resin Type		VT Modified Alkyd
Pigment Type		Calcium Carbonate, Talc, Titanium Dioxide
Solvents		Aromatic Hydrocarbons
Weight	Per Gallon	12.3 lbs.
	Per Liter	1.48 kg
Solids	By Weight	77.2%
	By Volume	57.4%
Volatile Organic Compounds		336 g/l (2.80 lbs./gal.)
Recommended Dry Film (DFT) Per Coat		3.5-4.5 mils (87.5-112.5µ)
Wet Film to Achieve DFT (Unthinned material)		6.0-8.0 mils (150-200µ)
Practical Coverage at Recommended DFT (assumes 15% material loss)		200-250 sq. ft./gal. (4.9-6.2m ² /l) Depends on surface porosity and application method
Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity	Touch	35 minutes
	Recoat*	2 hours
	Full Cure	4-7 days
Dry Heat Resistance		200°F (93°C)
Shelf Life		5 years
Flash Point		104°F (40°C)
Safety Information		For additional information, see SDS

Calculated values are shown and may vary slightly from the actual manufactured material.

The technical data and suggestions for use contained herein are correct to the best of our knowledge, and offered in good faith. The statements of this literature do not constitute a warranty, express, or implied, as to the performance of these products. As conditions and use of our materials are beyond our control, we can guarantee these products only to conform to our standards of quality, and our liability, if any, will be limited to replacement of defective materials. All technical information is subject to change without notice.