



**RUST-OLEUM® SPECIALTY  
MAGNETIC PRIMER**

**DESCRIPTION AND USES**

Rust-Oleum® Specialty Magnetic Primer is a dark gray basecoat designed to transform a simple surface to one that attracts magnets. Magnetic Primer can be applied to wood, metal, masonry, drywall, plaster, and can be top coated with any latex paint. Strong magnets with minimal weight adhere best when coated properly. It is safe to use near electronics.

**PRODUCT**

SKU	DESCRIPTION (Quart)
247596	Magnetic Primer

**PRODUCT APPLICATION**

**SURFACE PREPARATION**

Remove loose paint and rust with a wire brush or sandpaper. Lightly sand glossy surfaces. Clean with soap and water, rinse and let dry.

**WARNING!** If you scrape, sand or remove old paint from any surface, you may release lead paint 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](http://www.epa.gov/lead).

**PRODUCT APPLICATION (cont.)**

**APPLICATION**

Apply when temperature is between 50-90°F (10-32°C) and humidity is below 85% to ensure proper drying. Before beginning the project, tape around the area you wish to paint. Wear gloves to prevent skin contact. Mix thoroughly to ensure any settled pigment is re-dispersed. Thinning is not required. Stir thoroughly regularly during application. Use a foam roller designed to give a smooth finish. Apply the primer with an up and down motion and work the area to give the smoothest finish. A smooth uniform surface will provide for stronger magnetic attraction. Apply entire quart to 16 square foot area.

**DRY and RECOAT TIMES**

Based on 70°F (21°C) and 50% relative humidity. Allow more time at cooler temperatures. Dries to the touch in 30 minutes, and will dry to handle in 1 hour. It can be recoated with itself in 30 minutes. Apply any latex topcoat after 4 hours. Three coats are recommended. Application of more than two heavy coats of topcoat will reduce the effectiveness of magnets. Wait 48 hours to ensure the surface is completely dry and ready for use. One quart of Specialty Magnetic Primer will cover 16 square feet with 3 coats.

**CLEAN-UP**

Wear gloves while cleaning application tools with xylene.

• TRUSTED QUALITY SINCE 1921 • <b>RUST-OLEUM®</b> SPECIALTY	<b>TECHNICAL DATA</b>	<b>SPC-11</b>
<b>RUST-OLEUM® SPECIALTY MAGNETIC PRIMER</b>		

**PHYSICAL PROPERTIES**

		MAGNETIC PRIMER
<b>Resin Type</b>		Modified Alkyd
<b>Pigment Type</b>		Magnetite
<b>Solvents</b>		Mineral Spirits, Glycol Ether
<b>Weight</b>	<b>Per Gallon</b>	19.5 lbs.
	<b>Per Liter</b>	2.34 kg
<b>Solids</b>	<b>By Weight</b>	82.1%
	<b>By Volume</b>	46.1%
<b>Volatile Organic Compound</b>		<420 g/l (3.50 lbs./gal.)
<b>Recommended Dry Film Thickness (DFT) per Coat</b>		4.0-5.0 mils (100-125µ)
<b>Wet Film to Achieve DFT (unthinned material)</b>		8.5-11.0 mils (212.5-275µ)
<b>Practical Coverage at Recommended DFT (assumes 15% material loss)</b>		39-48 sq.ft./quart (1 coat) 13-16 sq.ft./quart (3 coats)
<b>Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity</b>	<b>Touch</b>	30 minutes
	<b>Handle</b>	1 hour
	<b>Recoat</b>	30 minutes
<b>Shelf Life</b>		5 years
<b>Flash Point</b>		>200°F (93°C)
<b>Safety Information</b>		For additional information, see SDS

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

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