



# BULLS-EYE 1-2-3® WATER-BASED PRIMER

## DESCRIPTION AND USES

Zinsser® Bulls-Eye 1-2-3® is a high hide water-based styrenated acrylic water-based primer-sealer stain blocker and bond coat designed for priming all surfaces. 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. It provides a rust inhibitive coating on iron railings, steel frames, piping, etc. It resists the growth of mold and mildew in damp, humid environments. It resists high pH surfaces (up to 12.5) and seals most porous surfaces. Bulls-Eye 1-2-3 traps most stains in the primer film including graffiti, grease, rust, cedar and redwood tannin, creosote, and asphalt stains.

MPI #3, #6, #17, #50, #107, #125, #134, #137 Certified. Refer to the MPI website for the most current listing of MPI certified products.

## PERFORMANCE CHARACTERISTICS

- Designed for interior and exterior surfaces
- Bonds to glossy surfaces without scuff sanding
- 35°F low application temperature
- Formulated with stain-blocking resins
- Rust inhibitive – may be used to prime ferrous metal
- Is mold and mildew resistant
- Fast drying – Topcoat in under 1 hour
- Sticks to all surfaces and sands easily
- High hiding formula blocks most stains
- Excellent for sealing water soluble tannin bleed on cedar and redwood
- Easy soap and water clean-up

## PRODUCTS

SKU	DESCRIPTION
2004	1 Quart
2001	1 Gallon
2000	5 Gallon Pail

## PRODUCT APPLICATION

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 an appropriate ammoniated cleaning solution or solvent (do not use TSP as a cleaner). Remove any peeling and/or unsound coatings. Scuff sand bare aluminum. 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 and mill glaze.

## PRODUCT APPLICATION (cont.)

### SURFACE PREPARATION

**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](http://www.epa.gov/lead).

### PRIMING

Use on all types of bare or painted surfaces including wood, drywall, cured plaster, concrete, stucco and masonry, aluminum, vinyl, steel, galvanized metal and PVC. It has excellent adhesion to dense glossy surfaces such as enamel paints and varnishes, paneling, laminates and ceramic tile without sanding or de-glossing.

### SEALING

Contains a unique resin that seals porous surfaces and provides a smooth and even finish to extend the coverage of topcoats and provide uniform and consistent sheen. It helps bind chalky surfaces and is suitable for use on moderately chalked aluminum or previously painted siding and trim.

### STAIN BLOCKING

Bulls-Eye 1-2-3 Primer effectively blocks stains from grease, handprints, asphalt, crayon, graffiti, 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 Ultimate Stain-Blocker.



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**PRODUCT APPLICATION (cont.)**

**APPLICATION**

Shake or stir well and apply using brush, roller or sprayer (follow spray equipment manufacturer's instructions; for airless spraying use .017 tip at 2000 - 2500 P.S.I.). If thinning is required add no more than 10 oz. (295 ml) clean water per gallon and apply a second coat of primer. Apply between 35°F and 90°F (2°C and 32°C), RH < 85%.

**TINTING**

To improve the hiding power of the topcoat, tint Bulls Eye 1-2-3 toward the topcoat color with up to 2 oz. (59 ml) of universal colorant per gallon.

**DRY TIME**

Dries to the touch in about 30 minutes; can be topcoated in 1 hour. Full adhesion and hardness develops in 7 days.

**PRODUCT APPLICATION (cont.)**

**COVERAGE**

Approximately 400–450 sq. ft. (37–42m<sup>2</sup>) per gallon. May vary with application method and surface porosity.

**CLEAN UP**

Clean up spills and paint drips with warm water and liquid detergent. Wipe up splatters before they dry. Follow manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating solvent-based coatings.

**LIMITATIONS**

Not recommended for application to floors or decks or to surfaces subject to immersion or prolonged contact with water.



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**PHYSICAL PROPERTIES**

		<b>BULLS-EYE 123 WATER-BASED PRIMER</b>
<b>Resin Type</b>		Styrenated Acrylic
<b>Pigment Type</b>		Titanium Dioxide
<b>Solvents</b>		Glycol Ethers, Water
<b>Weight</b>	<b>Per Gallon</b>	10.5 lbs.
	<b>Per Liter</b>	1.26 kg
<b>Solids</b>	<b>By Weight</b>	50.5%
	<b>By Volume</b>	34.0%
<b>Volatile Organic Compounds</b>		<100 g/l (0.83 lbs./gal.)
<b>Recommended Dry Film Thickness (DFT) per Coat</b>		1.0-2.0 mils (25-50µ)
<b>Wet Film to Achieve DFT (Unthinned material)</b>		3.0-6.0 mils (75-150µ)
<b>Practical Coverage at Recommended DFT (assume 15% material loss)</b>		450 sq. ft./gal. (11.1 m <sup>2</sup> /l) non-porous 350 sq. ft./gal. (8.6 m <sup>2</sup> /l) porous
<b>Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity</b>	<b>Touch</b>	35 minutes
	<b>Top Coat</b>	1 hour
	<b>Stain Sealing</b>	2 hours, 24 hours over cedar
	<b>Full Hardness</b>	7 days
<b>Shelf Life</b>		5 years
<b>Flame Spread (ASTM-84-97A)</b>		Class 1
<b>Smoke Contribution (ASTM-84-97A)</b>		Class 1
<b>Flash Point</b>		>200°F (>93°C)
<b>Safety Information</b>		For additional information, see SDS

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