



HOUSECOAT EXTERIOR ACRYLIC PRIMER 100% EXTERIOR LATEX ACRYLIC 4250, 4253

Resin Type	Sheen	Quality Level	Spread Rate	Clean Up	Thinner	Dry at 77 °F	V.O.C. Level
low temperature 100% acrylic latex	flat	professional premium	250-400 sq. ft./gal.	water	water	30 min. tack free 3-4 hours recoat	< 250 g/L

Description

Housecoat Exterior Acrylic Latex Primer is a premium product designed for use on commercial and new home construction. It's fast drying time permits the application of a primer and finish coat on the same day. Housecoat Acrylic Primer can also be used in re-do applications. It provides outstanding adhesion and resistance to cracking and peeling. This primer will minimize, and in most cases, stop extractive bleeding when properly applied.

Where to Use

New Cedar or Redwood - These types of wood require special attention because of extractive bleeding. Apply a generous coat of this primer to completely seal the surface. Certain knots or problem areas may require two coats. In extreme cases apply a quality oil based primer over boards rich in extractives, to provide better service.

Yellow Pine or Fir - Apply one coat of Housecoat Acrylic Primer to these surfaces.

Hardboard Siding - Reprime the "factory-Primed" surface with one generous coat of this primer.

Previously Painted Surfaces - Spot prime any bare wood. Prime all areas that are weathered or in questionable condition. Do not prime over loose paint.

Masonry Surfaces - May be primed with Housecoat Acrylic Primer if desired. Allow new masonry to cure 30 days before applying this product.

New Galvanized Metal - Wash galvanized metal with a suitable cleaner or solvent. Remove all mill oil. When dry, apply housecoat Primer. Clean surface from any oil, grease or dirt with suitable cleaner or solvent.

Other Metal Surfaces - Wire brush or sand any rusted areas. Prime with #9250 Metal Primer.

Low Temperature Application

Do not apply this product if the temperature is below 35 °F. • Allow air and surface temperature to be at least 35 °F for 36 hours after application. • Allow extended drying time between coats. • At 35 °F the recoat time is generally 24 hours. Surface to be coated may actually be colder than the air temperature. • Surface must be at least 35 °F before you apply our coating. • Try to paint on the sunny side of your building. Avoid late afternoon applications. • Cool, misty weather conditions may result in paint film failure. Do not apply unless temperatures are 35 °F and at least 5 °F above the dew point.

Application

All surfaces must be clean and dry. Do not apply this primer over dirt, grease, oil, mildew, dust or loose old paint. Scrape and sand where necessary. Apply generously by brush, roller or spray. When spraying, it is recommended to follow up with brush or roller. Do not apply below 35 °F or in rainy weather.

Dry Time / Recoat

This product can be applied in temperatures between 35 °F and 80 °F. Avoid painting in hot direct sunlight or over a hot surface. Air and surface temperatures must be above 35 °F and at least 5 °F above the dew point. Do not use when air or surface temperatures are expected to drop below 35 °F within 48 hours after application. Do not use when rain or snow is expected within 8 hours of application.

Recommended Wet Film Per Coat: 4-6 mils.
Recommended Dry Film Per Coat: 1.4-2 mils.

Available Colors

White, Pastels and Deep Base colors

Caution

Keep from freezing.
See other cautions on back.

Environmentally Friendly Tips

- Only purchase the quantity you need.
- Do not mix paints for storage or disposal. Leave paint in the original container.
- Do not throw liquid paint in the trash or pour it down the drain.
- Small amounts of latex paint can be air-dried and disposed through your trash collection system.
- Recycle leftover or unused paint. Call your local government for recycling advice.

Packaging Options

- Five gallon pails
- Gallons
- Quarts

Physical Data

(figures shown are approximate)

Solids by Weight	50%
Solids by Volume	38%
Weight per Gallon	10.65
Viscosity	85 KU
Flashpoint	Over 200 °F
Hegman Grind (ASTM D1210)	4 1/2
Gloss @ 60°	8-10
Flow & Leveling (ASTM D4062)	7
Sag Rating (ASTM D4400)	>12

Limitations

Not recommended for use on the following:

- floors or other horizontal surfaces
- areas of corrosive chemical environments
- rusted substrates without adequate surface preparation and must be primed to minimize rust staining through the topcoat.

Excessive color tinting may cause unsatisfactory drying. Since these are water base coatings, dry time will be affected by temperature and humidity.

Not recommended for immersion service or use on damp or wet surfaces, high heat, or humid conditions.

Health And Environment

This material contains no lead, mercury or crystalline silica. Material Safety Data Sheets are available upon request. When spraying, use suitable respiratory protection and provide adequate ventilation Dis-

posal of most latex paints is allowable in landfills if material is in solid form. Always check with local regulations. Leftover Latex paint is recyclable. Contact your local government recycling program for more information.

WARNING: This product complies with Federal law restricting the presence of lead in consumer coatings. Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. EXPOSURE TO LEAD DUST OR FUMES MAY CAUSE ADVERSE HEALTH EFFECTS, ESPECIALLY IN CHILDREN OR PREGNANT WOMEN. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment such as a properly fitted respirator (NIOSH approved) and proper containment and clean-up. For additional information, contact the USEPA/Lead Information Hotline at 1-800-424-LEAD.

Medical Response

Emergency Medical Information 1-800-535-5053

Precautionary Information

In all cases, please read respirator manufacturer's instructions and literature carefully to determine the type of airborne contaminants against which the respirator is effective, and how it should be properly fitted.

Some of the components of various coatings may be irritating to the skin and/or eyes, so contact should be prevented. In case of contact, flush skin thoroughly with soap and water. For eyes, flush with plenty of water for at least 15 minutes and get medical attention immediately.

During the application of all coating materials, all flames, welding and smoking must be prohibited.

Before using the products listed herein, carefully read each product label and follow directions for its use. Please read and observe all the warnings and precautionary information on the product labels.

CAUTION! DO NOT TAKE INTERNALLY! CLOSE CONTAINER AFTER EACH USE! KEEP OUT OF THE REACH OF CHILDREN!

Avoid prolonged breathing of vapor and spray mist. Coatings should only be applied when ventilation is adequate. When available ventilation may not be adequate, applicators should wear respiratory protection, choosing the proper respirator with aid of the following:

Outdoor or open areas: Use filter type respirators (approved with NIOSH/MSHA) to remove solid airborne particulates from overspray.

Restricted ventilation areas: Use combination organic vapor-filter type respirators (approved with NIOSH/MSHA) which are designed to purify the air by removing solid airborne particulates and organic vapors.

Confined areas: Use supplied air respirators or hoods (approved with NIOSH/MSHA)

IMPORTANT! When applying coatings by spray equipment, observe all precautionary safety measures. Spray equipment must be handled with due care and in strict accordance with manufacturer's recommendations for personal safety, and to prevent fire. If precautions are not taken, spraying of any material can be hazardous, particularly when using high pressure airless equipment. High pressure may inject coating into the skin causing serious injury, requiring immediate poison center contact and/or hospital treatment. When using or handling spray equipment hoses and the like, observe all required safety practices. In addition, when spraying paint or coatings, wear a respirator recommended for the product being handled. In all cases, wear protective eye equipment.

First Aid Statement

If swallowed, do induce vomiting. In case of skin contact, wash affected area with mild soap and water. In case of eye contact, flush eyes immediately with plenty of water for 15 minutes. If affected by inhalation of vapor or spray mist, remove to fresh air. Apply artificial respiration and other supportive measures as required. If any of the following occur during or following use of this product, contact a **POISON CONTROL CENTER, EMERGENCY ROOM OR PHYSICIAN IMMEDIATELY** (have label information available):

- Ingestion
- Excessive exposure to a corrosive material
- Persistent skin/eye irritation or breathing difficulties
- Other symptoms

7/10/09

The facts and figures represented in the specification manual are accurate to the best of our knowledge, and are the results of testing in our laboratory. We do not express, warrant or guarantee the accuracy, completeness, or reliability of same. Since Hirshfield's paint Mfg. is constantly improving its products, future technical data may vary somewhat from what was available when this bulletin was printed.

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