



A.M.P.

ACRYLIC MASONRY PRIMER

4050 WHITE

General Description

A premium quality acrylic primer/sealer for use on interior or exterior above grade masonry surfaces. A.M.P. is highly alkali and efflorescence resistant and can be applied to masonry surface with a pH of 6.0 –13.0.

Physical Product Data			
Product Type	100% Acrylic Latex	V.O.C.'s	<50 g/L
Volume Solids	45% ± 2%	Gloss at 60°	7 - 11
Solids by Weight	59% ± 2%	MPI / Other Certifications	MPI #3
Weight per Gallon	11.3 lbs.	Flash Point	N/A
Viscosity	95 - 100 KU	Packaging Options	1 Gallon; 5 Gallon
Coverage per Gallon (smooth nonporous surfaces)	300 – 350 sq. ft.	Available Colors	White, tintable with up to 4 oz. of universal colorant per gallon
Recommended Wet Mil Thickness (Per Coat)	5.0 – 5.5	Recommended Dry Mil Thickness (Per Coat)	2.0 – 2.5

◇ Reported values are for white

Where to Use

May be used to prime concrete, stucco, plaster, fiber cement siding, and EFIS exterior wall cladding.

General Surface Preparation

Surface to be coated must be clean, dry, in sound condition, and free from all surface contaminants. Remove all dirt, dust, chalk, loose aggregate, grease, mildew, rust, etc. with appropriate cleaners, rinse, and let dry. New concrete surfaces must cure for at least 7 days and have a pH of less than 13.0. Slick poured or precast concrete should be roughened and all form release and curing compounds removed. This can be done by chemical cleaning or by an abrasive method such as sandsweeping.

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 properly fitted 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.

Application Guide

Stir contents thoroughly before and during application. Intermix containers of the same color to insure color uniformity. Apply 1 or 2 full coats as needed, keep a wet edge to avoid lap marks. Let dry thoroughly between coats. When priming fiber cement board materials be sure to coat all exposed edges with this product.

- **Application Tools:** High quality nylon or polyester brush. High quality synthetic roller cover.

- **Airless Sprayer:** Minimum Pressure 2000 psi, .015 - .019 tip size. It is always advisable to back-roll the area to ensure proper adhesion and an even coat application.

Thinning is not normally required but may be necessary under certain conditions such as low humidity, or warm conditions. If needed add no more than 4 ounces of clean water per gallon.

Do not apply when air and substrate temperatures are below 35°F** or above 90°F. Avoid painting in hot direct sun or on a hot surface

- **Dry times:** @77°F, 50% RH – to touch 30-60 minutes - to recoat 2-4 hours. Dry times can vary depending on temperatures, humidity, color, and film build. At temperatures below 50°F recoat times are generally 24-48 hours.
**Air, surface, and product must be at least 35° F. The temperature must be at least 5° above the dew point. Temperature must remain above 35°F for 36 hours after application. Do not apply on exterior surfaces when rain or heavy dew is expected within 24 hours of application.
- **Cleanup:** Clean up spills or splatters immediately with soap and warm water. Clean painting tools with soap and warm water.

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

KEEP FROM FREEZING!

Environmental, Health & Safety Information

May cause irritation to the skin or eyes. **Use only with adequate ventilation.** Avoid prolonged breathing of vapor, spray mist or sanding dust. Ensure fresh air entry during application and drying. Avoid exposure to dust and spray mist by wearing a properly fitted and approved NIOSH respirator. Follow respirator manufacturer’s directions for use. Avoid contact with the skin and eyes. Wash skin thoroughly with soap and water after handling.

When spraying be sure to follow all precautionary safety measures. Spray equipment must be handled with due care and in strict accordance with sprayer manufacturer’s recommendations. Use of a NIOSH approved respirator when spraying is recommended.

Do not pour leftover material down a drain. Always recycle leftover material when possible. Consult your local sanitation department or recycling center for disposal options. Hirshfield’s is a member of MN Paint Care Inc. For more information visit www.paintcare.org

First Aid Information

In case of eye contact, flush immediately with plenty of water for at least 15 minutes. Get medical attention immediately if irritation persists. For skin contact, wash thoroughly with soap and water. Use with adequate ventilation. If you experience difficulty breathing, headache, or dizziness, leave the area and obtain fresh air. If symptoms persist, seek medical attention.

If swallowed call the POISON CONTROL CENTER, EMERGENCY ROOM, OR PHYSICIAN IMMEDIATELY.

CLOSE CONTAINER AFTER EACH USE!

KEEP OUT OF REACH OF CHILDREN!

DO NOT TAKE INTERNALLY!

For additional health and safety information refer to the Safety Data Sheet (SDS) available at www.hirshfields.com

NOTICE: The information and recommendations set forth in this document are true and correct to the best of our knowledge at the time of publication. We do not express, warrant or guarantee the accuracy, completeness, or reliability of same. Improvements in coatings technology may cause future technical data to vary from what was available when this bulletin was printed.

REVISION DATE

1/15/2021