



HOUSECOAT EXTERIOR 100% ACRYLIC PRIMER

4250 WHITE / 4253 DEEP TINT BASE

General Description

A premium exterior primer formulated for use in both commercial and residential applications. Has outstanding adhesion and resistance to cracking and peeling. Helps to minimize extractive bleeding over cedar and redwood when properly applied.

Physical Product Data			
Product Type	100% Acrylic Latex	V.O.C.'s	<100 g/L
Volume Solids	35% ± 2%	Gloss at 60°	4 - 6
Solids by Weight	48% ± 2%	MPI / Other Certifications	MPI #6
Weight per Gallon	10.7 lbs.	Flash Point	N/A
Viscosity	85 - 90 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 colorants per gallon. (Deep Base tintable with up to 8 oz. per gallon)
Recommended Wet Mil Thickness (Per Coat)	4.0 – 6.0	Recommended Dry Mil Thickness (Per Coat)	1.4 – 2.0

◇ Reported values are for white

Where to Use

New, unpainted, or previously painted or primed exterior substrates, including most wood siding, shakes, cement board, hardboard, brick, and masonry. It is generally recommended to re-prime all factory primed materials. Certain species of wood such as redwood and cedar can contain high levels of tannins that can bleed into the paint film. When used over these bare woods the first coat may exhibit some tannin staining, this is normal. The tannins will be locked into the coat of primer and in most cases will not bleed into the finish coat. In severe cases either a second coat of this product may be necessary, or prime with a suitable exterior oil-based primer.

General Surface Preparation

Surface to be coated must be clean, dry, and free from all surface contaminants including but not limited to: dust, dirt, oil, grease, mildew, efflorescence, chalk, curing compounds, and release agents. All old loose and/or peeling paint must be removed to provide a sound surface. Feather sand all edges to provide a smooth transition. Dull all glossy surfaces to create a slight profile by lightly sanding.

- **Wood:** Remove all mill glaze before priming. Sand any old exposed wood to a fresh surface.
- **Concrete / Masonry / Fiber Cement Products:** New concrete and mortar must cure for a minimum of 30 days. Remove all form release agents, curing compounds, efflorescence, and any other foreign materials. Check the pH, if it is higher than 9 prime the surface first with #4050 A.M.P. Acrylic Masonry Primer.

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.

- **Application Tools:** High quality nylon or polyester bristle 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.

Do not apply when air and substrate temperatures are below 35°F** or above 90°F

- **Dry times:** @77°F, 50% RH – to touch 30-60 minutes - to recoat 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 and surface temperatures must remain above 35°F for a minimum of 36 hours after application. Do not apply when dew points are within 5 degrees of the temperature. Do not apply when rain is imminent 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 other horizontal surfaces, 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.

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