

PRODUCT DATA SHEET PROD. #7-45 PREPS • PRIMES • SEALS - DEEP BASE UNIVERSAL PRIMER/SEALER STAIN KILLER



PRODUCT DESCRIPTION



Preps • **Primes** • **Seals Deep Base Universal Primer/Sealer Stain Killer** is specially formulated to offer the same multi-purpose primer/sealer characteristics and performance that our 7-44 PPS Universal Primer/Sealer Stain Killer offers, only, it offers the added feature of being tintable to mid-to-deep tone colors not possible with ordinary primers, thus increasing the hiding power of the finish coat. It meets the same high performance standards for both professional and residential applications, provides excellent block-out of surface stains and surface markings, which can bleed through most applied finish paint coatings. Easy to apply, it improves the coverage of deep color topcoats, primes and seals, and can accept up to 8 oz. of colorant per gallon. It is mildew resistant, and its product versatility makes it an excellent whole house primer for a variety of interior and exterior applications. For Interior & Exterior Use.

PRODUCT FEATURES	PRODUCT USES		PERFORMANCE QUALITIES		VOC COMPLIANCE	
 100% Acrylic Formula 	Suitable for the following pr	operly prepared surfaces;	Product Quality:	Premium	AIM	Yes
Superior Coverage	INTERIOR / EXTERIOR		Product Use:	Interior / Exterior	OTC	Yes
Excellent Stain Blocking	Gypsum Drywall	Wood Fencing	Application:	Brush, Roller Cover,	CARB	Yes
Properties	Wallboard	Masonry		Airless Spray	SCAQMD	Yes
 Tint able to Deep Colors 	Plaster	Concrete Block	Product System:	Water-Based	MPI#	No
Improves Coverage Of Deep	Ceilings	Brick	Finish:	Flat	LEED® 09CI	Yes
Color Finishes	Wood Doors & Trim	Aluminum			LEED® 09NC	Yes
 Easy To Apply 	Wood & Vinyl Siding	Galvanized Metal			LEED® 09CS	Yes
Excellent Product Versatility					LEED® H	Yes
SURFACE PREPARATI				TECHNICAL DA		
General: The entire surface area				COLORS: Deep Tir	nting Base	
oils, waxes, mildew and any othe	er surface contaminants th	at may adversely affect the	performance of			
this coating material.				TINTING: Universal Colorants (Up to 8 oz. per Gallon)		
Remove any loose, scaling, cracked or peeling paint from previously painted surfaces by hand						
scraping, sanding, wire brushing or by power tool cleaning methods, such as electric sanders or				• VEHICLE TYPE: 100% Acrylic		
grinders, etc.						
For exterior surfaces, pressure wash the entire surface area using a unit with a minimum of 2000				• VISCOSITY: 98 KU ± 3		
psi of water pressure. More difficult areas should be hand scraped, sanded, wire brushed and/or						
power tool cleaned as menti					t/0 Eunita	
• For metal surfaces, remove any loose rust, mill scale, rust deposits or white rust from metal surface				 GLOSS @ 60°: Flat / 0 – 5 units 		
by the same methods as des				• FLASH POINT: N/A		
Repair/replace any damage					1	
building materials. Allow a				• VOC: Not to Excoor	d 100 a/l 0.84 lb/aal	
coatings. Sand all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces to				 VOC: Not to Exceed 100 g/l – 0.84 lb/gal (Meets AIM, OTC, CARB & SCAQMD Standards) 		
dull existing finish.						13)
Replace old and deteriorated caulking around windows, doors, wall joints or seams, etc. with a multi-searching administration of a second se				 SOLIDS: By Volume: 38.72% ± 2% By Weight: 50.61% ± 2% 		
 quality acrylic caulking compound and allow to thoroughly dry. Pressure Treated Wood (PTW) should be allowed to age for 60 – 90 days before painting. 						
Mildew - Surface areas affected by mildew should be treated with a commercial mildew removal and/or				 COVERAGE: 300 – 400 Sq. Ft. / Gal. (Depending on Application & Surface Porosity.) 		
wash product carefully following manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.						
 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. 				 MIL FILM: Estimated @ 350 Sq. Ft. / Gal. 		
PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH approved respirator to control lead				Wet: 4.6 mils	Dry: 1.8 mi	ls
exposure. Clean up carefully wit	th a HEPA vacuum and wet m	op. Before you start, find out ho	ow you can protect			
yourself and your family by contacting the National Lead Information Hotline at 1-800-424-Lead, or log onto				DRY TIME: (@ 70° F & 50% Relative Humidity)		
www.epa.gov/lead.				To Touch: 1 –		
	A T 4				Hours, or after overnig	
PRODUCT ANALYSIS	μΑΙΑ				ons & colorant amount u	seu.)
			4.02%	• CLEAN UP: Warm	Soapy Water	
PIGMENT: 28.06%		VEHICLE: 7	1.95%			
Mode Detail of		Available Upon Request.		• THINNING: Clean V	Vater	
	NODUCI MINALISIS DATAIS	AVAILABLE OFUN REQUEST.				

RECOMMENDED FINISH COATINGS

The following Richard's products are recommended finish coatings for this primer coating material. However, recommended Richard's finish coatings are not limited to the products listed below;

FLAT FINISHES

- 100, Signature Series 100% Acrylic Int./Ext. Flat House Paint
- 350, Rich Classic Int./Ext. Acrylic House Paint
- 650, Rich Shield Premium 100% Acrylic Flat House Paint
- LO-LUSTER/EGGSHELL FINISHES
 - 130, Signature Series 100% Acrylic Lo-Luster House & Trim Paint
- · 370, Rich Classic Acrylic Eggshell House & Trim Paint
- 630, Rich Wall Premium Latex Eggshell Enamel
- SATIN FINISHES
 - 360, Rich Classic Acrylic Satin House & Trim Paint
 - 400, Signature Series 100% Acrylic Satin House & Trim Paint
 - 640, Rich Shield Premium 100% Acrylic Satin House & Trim Paint
- <u>SEMI-GLOSS FINISHES</u>
 - 380, Rich Classic Acrylic Semi-Gloss Enamel
- 680, Rich Shield Premium 100% Acrylic Semi-Gloss Enamel
- 750, Signature Series 100% Acrylic Semi-Gloss Enamel
- GLOSS FINISHES
- · 200, Signature Series 100% Acrylic Gloss House & Trim Paint
- · 660, Rich Shield Premium100% Acrylic Gloss House & Trim Paint

APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a 3⁶ 11⁴ nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- Airless Spray Application:
 - Pump: Graco GM3000/495ST Wagner EP2300
 - Tip: 0.017 0.019 Reversible
 - Pressure: Minimum 2000 psi
 - Hose: ¹/₄ inch (6.3 mm) ³/₆ inch (10 mm)

PACKAGING & WEIGHT PER GALLON

Packaging: Quarts – 6/case 2 Gallons – N/A Gallons – 4/case 5 Gallons – Each

Weight Per Gallon: 10.77 lbs.

CLEAN UP & THINNING INSTRUCTIONS

Clean Up: Clean up any minor spills and spatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious paint spills should be contained and removed with inert absorbent material. Dispose of contaminated absorbent, container, and unused contents in accordance with local, state and federal regulations.

Thinning: Stir thoroughly and apply as it comes from the container. Thinning is not necessary. However, if thinning is required, you may add clean water up to $\frac{1}{2}$ pint per gallon.

PRODUCT APPLICATION – General

Preps • Primes • Seals Deep Base Universal Primer/Sealer Stain Killer may be easily applied with a quality brush, roller cover, or airless spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- When applying by roller cover, apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking.
- When applying by airless spray equipment, use a unit with a minimum of 2000 psi of pressure, with a 0.017 – 0.019 fluid spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, an even coat application, and to work primer coating into surface pores.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 55° F and below 90° F.
- Avoid exterior paint application when weather conditions are threatening, and late in the day when there is a threat of moisture condensing on wet paint.

PRODUCT LIMITATIONS

- NOTE: The amount of colorant added to this product will prolong the average drying time, and increase VOC levels.
- Not for use in corrosive or chemical environments.
- Not for use in areas subject to intense heat.
- Not for use on below grade substrates.

PRECAUTIONARY & SAFETY INFORMATION

CAUTIONS: Avoid prolonged contact with skin, and breathing of dust, vapors and/or spray mists. Causes eye irritation. **USE WITH ADEQUATE VENTILATION!** Ensure fresh air entry during application and drying. If you experience eye water, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriately fitted respirator, (NIOSH approved), during and after application. Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes, skin and clothing. Use chemical safety glasses, goggles or a face shield for proper eye protection. Wash thoroughly after handling and before eating or smoking. Close container after each use. **DO NOT TAKE INTERNALLY!**

FIRST AID: In case of skin contact, wash thoroughly with plenty of warm soapy water. For eye contact, flush with plenty of water for 15 minutes and get medical attention immediately. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately. If swallowed, do not induce vomiting, get medical attention immediately.

KEEP OUT OF REACH OF CHILDREN!

WARRANTY & LIMITATIONS

The technical information contained herein is accurate to the best of our knowledge. All warranties are excluded, whether expressed or implied, by operation of law or otherwise, including all implied warranties of merchantability or fitness for a particular purpose. Seller shall not be liable, directly or indirectly, under any circumstances for consequential, incidental, special or any other type of damages arising or resulting for any reason under the sale, handling, or use of goods sold. Seller's liability hereunder, and buyer's exclusive remedy hereunder, for negligence or any other reason, is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. Notice of any alleged failure or defect in the material must be given to the seller in writing by certified U.S. mail within 15 days of noticing the problem. Failure to give the required notice within the time provided constitutes a waiver of any claim. The Manufacturer is not responsible for any misrepresentation made by the Dealer.