

# INSLX<sup>®</sup>

# MAX BLOCK<sup>™</sup>

The Next Generation of Stain Blocking Primers



# MAX BLOCK™

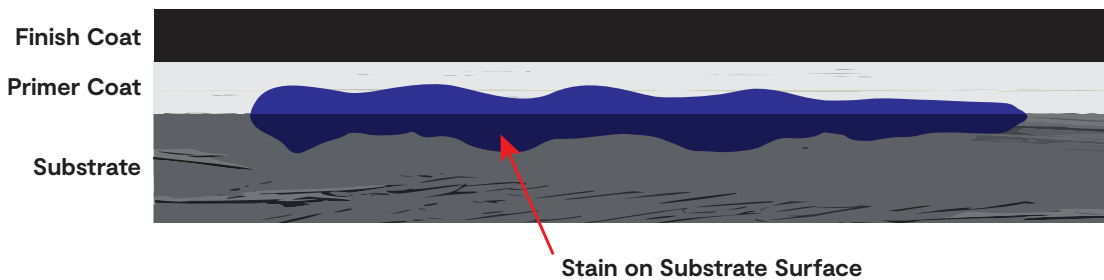
Insl-X® Max Block™ is the next generation of water-based primers, formulated to provide advanced stain-blocking properties when compared with other typical water-based primers. Years of testing on multiple substrates in both interior and exterior environments have resulted in a product with proven effectiveness across multiple types of stains and tannin bleeding type woods such as redwood and cedar—providing a lower-VOC option in lieu of an alkyd-based stain-blocking primer.

## Features

- Interior and exterior use
- Nationally compliant low-VOC formulation
- Seals tannin stains
- Blocks tough household stains and odours
- Excellent adhesion to vertical and horizontal surfaces
- Fast drying; top coat in one hour

## The Science Behind Max Block

The graphic below illustrates how our stain-blocking technology works. Max Block seals the stain within the primer coat, preventing it from bleeding through into the top coat. In some cases, severe stains may not appear fully covered and sealed after the first finish coat is applied. The second finish coat, as recommended for any paint job, will provide the optimal coverage over the stained area.



Smoke-Stained Wall



Redwood Decking



Nicotine-Stained Wall



## Interior Stain Blocking



*Insl-X® Max Block™ is ideal for priming many types of common household stains, including crayon, pen, pencil, and marker. It can also be used for priming over water stains (shown above), as well as stains from smoke damage and nicotine.*

## Exterior Tannin Blocking



Max Block™ Primer  
with One Top Coat

Max Block™ Primer

Water-Based Multipurpose Primer

Water-Based Multipurpose Primer  
with One Top Coat

*This image depicts an internal test comparing the tannin-blocking performance of Insl-X® Max Block™ to a typical water-based multipurpose primer. The results show how Max Block prevents the tannin from bleeding through the primer coat, enabling complete coverage with just one finish coat. In severe cases, the second finish coat will provide full coverage over the tannin-stained area.*

# Use Max Block™ on these surfaces and stains

Interior/Exterior Applications	
Previously Painted Surfaces	✓
Wood	✓
Drywall	✓
Cured Plaster	✓
Ceiling Tiles	✓
Galvanized Metal	✓
Aluminum	✓
Cured Concrete	✓
Tile	✓
Vinyl Siding	✓

Ideal for Sealing	
Household Odours	✓
Cedar or Redwood Bleed	✓
Water Stains	✓
Smoke Stains	✓
Nicotine Stains	✓
Wood Knots	✓
Rust Stains	✓
Other Household Stains	✓

Code	Volume Solids	Coverage <sup>1</sup>	Dry Time <sup>2</sup>
SB-5000	38.0 ± 2%	27.9-37.2 sq. m. (300-400 sq. ft.)	Touch: 30 minutes Recoat: 1 hour

SDS and TDS are available at [benjaminmoore.ca](http://benjaminmoore.ca).

<sup>1</sup>Approximate coverage (sq. m. [sq. ft.]) per 3.79 L at recommended film thickness <sup>2</sup>Dry time at 25 °C (77 °F) at 50% RH



No matter the problem,  
Insl-X® has the solution.



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