



PRIME ALL™

MULTI-SURFACE LATEX PRIMER SEALER
AP-1000

Features

- Strong adhesion and sealing properties
- Powerful stain blocking
- Dry to touch in less than an hour
- Spatter resistant
- Provides a mildew resistant coating

Recommended For

Use on new or previously painted wood, plywood, drywall, ceiling tile, Formica®, Masonite®, ceramic tile, cured plaster, and under wall coverings for easy positioning and removal. For exterior use on new or previously painted wood, aluminum, hardboard, vinyl siding, shingles, shakes, concrete, masonry, brick and non-ferrous metal surfaces.

General Description

100% acrylic interior and exterior primer for all surfaces. Mildew resistant, quick dry, spatter proof with great flow and leveling. Formulated to suppress most stains.

Limitations

- Apply when surface and ambient temperature is above 4.4 °C (40 °F) and below 32.2 °C (90 °F)
- On hard, non-porous surfaces, such as glazed ceramics and non-ferrous metal, maximum adhesion and hardness may take 3-4 days to develop.
- Not recommended for use on floor surfaces.

Product Information

<p>Colors — Standard: White Can add up to 2 fl. oz. of Benjamin Moore® Gennex®, Color Preview® or Universal colorant</p>	<table border="1"> <thead> <tr> <th colspan="2">Technical Data◇</th> <th>White</th> </tr> </thead> <tbody> <tr> <td>Vehicle Type</td> <td></td> <td>100% Acrylic</td> </tr> <tr> <td>Pigment Type</td> <td></td> <td>Titanium Dioxide</td> </tr> <tr> <td>Volume Solids</td> <td></td> <td>35 ± 1.0%</td> </tr> <tr> <td>Coverage per Gallon at Recommended Film Thickness</td> <td></td> <td>37.2 – 41.8 Sq. M. (400 – 450 Sq. Ft.)</td> </tr> <tr> <td>Recommended Film Thickness</td> <td>– Wet</td> <td>3.8 mils</td> </tr> <tr> <td></td> <td>– Dry</td> <td>1.3 mils</td> </tr> <tr> <td colspan="3">Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure color uniformity and minimize the disposal of excess paint.</td> </tr> <tr> <td>Dry Time @ 77 °F (25 °C) @ 50% RH</td> <td>– Tack Free</td> <td>30 Minutes</td> </tr> <tr> <td></td> <td>– To Recoat</td> <td>1 Hour</td> </tr> <tr> <td colspan="3">High humidity and cool temperatures will result in longer dry, recoat and service times.</td> </tr> <tr> <td>Dries By</td> <td></td> <td>Coalescence</td> </tr> <tr> <td>Viscosity</td> <td></td> <td>96 – 100 KU</td> </tr> <tr> <td>Flash Point</td> <td></td> <td>None</td> </tr> <tr> <td>Gloss / Sheen</td> <td></td> <td>Flat (0 – 5 @ 60°)</td> </tr> <tr> <td>Surface Temperature at Application</td> <td>– Min.</td> <td>4.4 °C (40 °F)</td> </tr> <tr> <td></td> <td>– Max.</td> <td>32.2 °C (90 °F)</td> </tr> <tr> <td>Thin With</td> <td></td> <td>Do not Thin</td> </tr> <tr> <td>Clean Up Thinner</td> <td></td> <td>Warm Soapy Water</td> </tr> <tr> <td>Weight Per Gallon</td> <td></td> <td>4.6 kg (10.2 lbs.)</td> </tr> <tr> <td>Storage Temperature</td> <td>– Min.</td> <td>4.4 °C (40 °F)</td> </tr> <tr> <td></td> <td>– Max.</td> <td>32.2 °C (90 °F)</td> </tr> <tr> <td colspan="3" style="text-align: center;">Volatile Organic Compounds (VOC)</td> </tr> <tr> <td colspan="3" style="text-align: center;">29.3 Grams/Liter</td> </tr> </tbody> </table>	Technical Data◇		White	Vehicle Type		100% Acrylic	Pigment Type		Titanium Dioxide	Volume Solids		35 ± 1.0%	Coverage per Gallon at Recommended Film Thickness		37.2 – 41.8 Sq. M. (400 – 450 Sq. Ft.)	Recommended Film Thickness	– Wet	3.8 mils		– Dry	1.3 mils	Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure color uniformity and minimize the disposal of excess paint.			Dry Time @ 77 °F (25 °C) @ 50% RH	– Tack Free	30 Minutes		– To Recoat	1 Hour	High humidity and cool temperatures will result in longer dry, recoat and service times.			Dries By		Coalescence	Viscosity		96 – 100 KU	Flash Point		None	Gloss / Sheen		Flat (0 – 5 @ 60°)	Surface Temperature at Application	– Min.	4.4 °C (40 °F)		– Max.	32.2 °C (90 °F)	Thin With		Do not Thin	Clean Up Thinner		Warm Soapy Water	Weight Per Gallon		4.6 kg (10.2 lbs.)	Storage Temperature	– Min.	4.4 °C (40 °F)		– Max.	32.2 °C (90 °F)	Volatile Organic Compounds (VOC)			29.3 Grams/Liter		
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<p>Certifications & Qualifications: VOC compliant in all regulated areas</p> <p>Qualifies for LEED® v4 Credit Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools) CDPH v1 Emission Certified Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84 Master Painters Institute MPI n^{os} 6, 39, 137</p>																																																																									
<p>Technical Assistance: Available through your local authorized independent retailer. For the location of the retailer nearest you, call 1-866-708-9180 or see www.benjaminmoore.ca/inslx</p>																																																																									

◇ Reported values are for White. Contact dealer for values of other bases or colors.

Surface Preparation

Surfaces to be painted must be clean, dry, and free of dirt, dust, grease, oil, soap, wax, scaling paint, water soluble materials, and mildew. Remove any peeling or scaling paint and sand these areas to feather edges smooth with adjacent surfaces. Glossy areas should be dulled. Drywall surfaces must be free of sanding dust.

New plaster or masonry surfaces must be allowed to cure before applying base coat. Cured plaster should be hard, have a slight sheen and maximum PH of 10; soft, porous or powdery plaster indicates improper cure. Never sand a plaster surface; knife off any protrusions and prime plaster before and after applying patching compound. Poured or pre-cast concrete with a very smooth surface should be etched or abraded to promote adhesion, after removing all form release agents and curing compounds. Remove any powder or loose particles before priming. Wood substrates must be thoroughly dry. Caution: Smooth planed clapboards or siding must be sanded thoroughly to break the "mill glaze" allowing proper penetration and adhesion.

Difficult Substrates: If the surfaces to be painted exhibit severe tannin or smoke staining, an alkyd based primer may be your best choice for conquering these severe conditions. Consult your retailer for further guidance.

Glossy Surfaces – Prime All™ is formulated to be applied to hard to coat surfaces without the need for sanding, it is recommended that proper surface preparation still be completed to enhance adhesion properties. Surfaces such as Formica, ceramic tile and glossy painted surfaces should be properly deglossed. Once applied allow Prime All™ to cure for approximately 3 to 4 days to achieve maximum resistance to scrape off. However, Prime All™ may be top coated with a quality latex or oil-based finish within 1 to 2 hours, depending on overall drying conditions.

Stains – As a stain blocker, Prime All™ provides excellent stain blocking properties against common stains, such as water stains, tannin, smoke stains, graffiti, crayons, lipstick and finger prints. However, it is recommended to thoroughly clean the affected surface areas as directed above before application. Some difficult stains may require two prime coat applications.

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 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 logging onto Health Canada @ <https://www.canada.ca/en/health-canada/services/environmental-workplace-health/environmental-contaminants/lead/lead-information-package-some-commonly-asked-questions-about-lead-human-health.html>

Application

Prime All™ Multi-Surface Latex Primer Sealer applies easily with a quality brush, roller, airless, HVLP or conventional spray methods. Stir product thoroughly before using. For best results, it is recommended to apply by brush or roller application to effectively work primer into surface pores. When applying by brush, apply a smooth and generous coat application in an "M" or criss-cross motion avoiding any excessive re-spreading or reworking. If applying by airless sprayer, it is recommended to use a unit with a minimum of 1500 PSI of pressure with a 0.013 – 0.017 fluid spray tip. When applying by airless sprayer, it is recommended that the surface area should be back-rolled/brushed to insure proper adhesion, even application and effectively work primer into surface pores. It is important to maintain a wet edge during all methods of paint application by brushing or rolling into previously applied coating area. Apply when surface and ambient temperature are above 4.4 °C (40 °F) and below 32.2 °C (90 °F). Avoid paint application outside when weather conditions are threatening, and late in the afternoon when there is a threat of moisture condensing on wet paint. Do not paint if surface temperature is within 5 °F of the dew point.

Clean Up

Remove all spatters immediately with soap and water. Wash all equipment with soap and water immediately after use.

USE COMPLETELY OR DISPOSE OF PROPERLY. Dry empty containers may be recycled in a can recycling program. **Local disposal requirements vary; consult your sanitation department or state-designated environmental agency on disposal options.**

Environmental Health & Safety Information

May cause allergic skin reaction.

Do not get on skin or clothing.

Use only in a well ventilated area. Keep container closed when not in use. In case of spillage, absorb with inert material and dispose of in accordance with local regulations. Wash thoroughly after handling.

WARNING: This product contains isothiazolinone compounds at levels of <0.1%. These substances are biocides commonly found in most paints and a variety of personal care products as a preservative. Certain individuals may be sensitive or allergic to these substances, even at low levels.

**KEEP OUT OF REACH OF CHILDREN
PROTECT FROM FREEZING**

**Refer to Safety Data Sheet for
additional health and safety information.**