



PRIME & HIDE

LATEX PRIMER-SEALER

957

Features

- Ideal for sealing a variety of porous and non-uniform surfaces, including wallboard
- Excellent holdout
- Same day topcoat
- Performs equally well underneath either Coronado™ latex or solvent-based paints
- Easy to apply, spatter resistant, rapid dry for quick recoating, and soap and water cleanup

Recommended For

For new or previously painted drywall construction, composition board, non-bleeding woods and concrete.

General Description

An acrylic blended latex primer designed for multiple uses.

Limitations

- Not recommended for use on bare metal.
- Do not apply when air and surface temperatures are below 10 °C (50 °F)

Product Information

Colours — Standard:

White
May be tinted with up to 2.0 fl. oz. of universal tinting colourants including Benjamin Moore™ Colour Preview colourants per 3.79 L

— Tint Bases:

None

— Special Colours:

Contact your dealer.

Certification:

The products supported by this data sheet contain a maximum of 100 grams per litre VOC/VOS (0.83 lbs/gal.) excluding water & exempt solvents.

VOC compliant as a Primer/Sealer/Undercoater.

This product meets qualifications for LEED (Leadership in Energy and Environmental Design) projects as a Primer.

Technical Assistance:

Available through your local authorized independent dealer. For the location of the dealer nearest you, call 1-800-225-5554 or visit www.coronadopaint.com.

Technical Data◇

White

Vehicle Type	Acrylic Blended Latex
Pigment Type	Titanium Dioxide
Volume Solids	31 ± 1.0%
Coverage per 3.79 L at Recommended Film Thickness	37.2 – 46.5 sq. m. (400 – 500 sq. ft.)
Recommended Film Thickness	– Wet 3.6 mils – Dry 1.1 mils
Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure colour uniformity and minimize the disposal of excess paint.	
Dry Time @ 25 °C (77 °F) @ 50% RH	– Tack Free 1/2 Hour – To Recoat 1 – 2 Hours
High humidity and cool temperatures will result in longer dry, recoat and service times.	
Dries By	Evaporation, Coalescence
Viscosity	94 ± 3 KU
Flash Point	None
Gloss / Sheen	Flat
Surface Temperature at Application	– Min. 10 °C (50 °F) – Max. 32.2 °C (90 °F)
Thin With	Clean Water
Clean Up Thinner	Clean Water
Weight Per 3.79 L	4.9 kg (10.8 lbs)
Storage Temperature	– Min. 4.4 °C (40 °F) – Max. 32.2 °C (90 °F)

Volatile Organic Compounds (VOC)

63 Grams/Litre 0.53 Lbs./Gallon

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

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. Spot prime before and after filling nail holes, cracks, and other surface imperfections.

New plaster or masonry surfaces must be allowed to cure (30 days) 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.

Difficult Substrates: Insl-x[®] offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease, crayon markings, hard glossy surfaces, galvanized metal, or other substrates where paint adhesion or stain suppression is a particular problem. Your dealer can recommend the right problem-solving primer for your special needs.

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 @ <http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/prod/paint-peinture-eng.php>.

Primer/Finish Systems

New surfaces should be fully primed, and previously painted surfaces may be primed or spot primed as necessary. For best hiding results, tint the primer to the approximate shade of the finish coat, especially when a significant colour change is desired.

Wood and engineered wood products:

Primer: Prime & Hide Latex Primer-Sealer (957)

Finish: 1 or 2 coats of the appropriate Coronado™ finish.

Drywall:

Primer: Prime & Hide Latex Primer-Sealer (957)

Finish: 1 or 2 coats of the appropriate Coronado™ finish.

Plaster:

Primer: Prime & Hide Latex Primer-Sealer (957)

Finish: 1 or 2 coats of the appropriate Coronado™ finish.

Rough or Pitted Masonry:

Primer: Use the appropriate Block Filler followed by Prime & Hide Latex Primer-Sealer (957) if needed.

Finish: 1 or 2 coats of the appropriate Coronado™ finish.

Smooth Poured or Precast Concrete:

Primer: Prime & Hide Latex Primer-Sealer (957)

Finish: 1 or 2 coats of the appropriate Coronado™ finish.

Repaint, All Substrates: Prime bare areas with the primer recommended for the substrate above.

Application

Stir thoroughly before use. Apply by brush, roller, or spray. Apply generously using overlapping strokes, brushing or rolling from unpainted into painted areas. Apply before and after filling nail holes, cracks, and other surface imperfections. Sand smooth when dry. This product can also be sprayed.

Spray, Airless: Fluid Pressure: 1500 – 2500 Tip: .013 - .017

Cleanup

Equipment and spills must be cleaned up immediately with clean water. Keep a damp rag handy to wipe up spills.

Environmental, Health & Safety Information

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.

KEEP OUT OF REACH OF CHILDREN

PROTECT FROM FREEZING

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



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