

## PrimeShield

Alkali Resistant High End Primer



### DESCRIPTION:

- 100% Acrylic-based Alkali resistant high end primer
- Can be tinted
- Excellent adhesion. Improves the mechanical bond of the finish
- Exceptional resistance to alkali, mold, mildew and efflorescence
- Water-vapor permeable. Does not create a vapor retarder

### USES:

- Enhances the appearance and uniformity of the finish
- Improves coverage of the finish
- Recommended under dark colors to provide better hiding and workability
- Primer when bonding adhesively-attached EIF systems to latex and oil-based painted surfaces.

### COMPOSITION:

- Single component liquid
- Color: tintable to match any finish color
- Water-based: VOC compliant. Meets SCAQMD Rule 1113 when using Parex USA Non-VOC Colorants

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## COVERAGE:

Depending on the condition of the substrate and method of application, approximate coverages are:

- One Coat:  
900-1,200 ft<sup>2</sup> (84-111 m<sup>2</sup>)/5 gallon

## CONTAINER:

In 5 gallon pails.

- Storage: Protect from sun and freezing at all times
- Do not stack more than 3 pails high
- Shelf Life: Reference Parex USA Expiration Date of Products Technical Bulletin.

## DRYING TIME:

Approximately 1/2 to 4 hours depending on temperature, humidity, and substrate.

## CLEAN-UP:

Water soluble prior to drying. Clean tools and containers with water prior to drying.

## SURFACE PREPARATION:

- Remove surface contaminants such as dust or dirt without damaging the substrate.
- For previously painted surfaces, all loose and chalking paint must be removed, and glossy surfaces dulled.
- New concrete and masonry must be clean and cured a minimum of 28 days.
- Parex USA Portland Cement Plaster must be clean and moist cured for 48 hours and allowed to dry an additional 24 hours before application of Parex USA PrimeShield.
- For use over painted substrates, Contact Technical Services for a copy of the Technical Bulletin "Field Pull Bond Test on Painted Masonry, Stucco, and EIFS".
- Check concrete surfaces for alkalinity and treat. Any form-release agents or bond breakers must be removed.

- Uneven concrete or masonry can be leveled with either Parex USA Base Coat or Adhesive and Base Coat or other suitable, compatible product.
- For additional options, contact Parex USA Technical Services Department.
- For use as a primer when bonding Parex USA adhesively-attached EIF systems painted surfaces, contact Parex USA Technical Services for approval.

## MIXING:

- Use clean equipment for mixing and preparation.
- Mix thoroughly. Only a small amount of clean potable water can be added.

## APPLICATION:

- Read the entire label before using this product.
- Apply with a roller, brush or suitable spray equipment in a continuous coat.
- Parex USA PrimeShield must be completely dry before any Parex USA finish is applied.
- When using Parex USA Swirl Texture finishes, the primer should be tinted to the color of the finish coating.
- Keep container closed when not in use.
- For spray applications, strain the material using a paint strainer.

## LIMITATIONS:

- PrimeShield promotes the adhesion of Parex USA EIFS adhesive to some painted substrates. However, it will not improve the adhesion of the paint to the substrate.
- The paint is well bonded to the substrate before application, if it is not fully bonded to the substrate, Parex USA recommends either removing the paint by sandblasting or mechanically fastening the EPS.

- PrimeShield is not to be used to promote adhesion of the ACF Assemblies.
- Not allowed for use on walls with more than 2 layers of paint.
- Ambient and surface temperature must be 40°F (4°C) or higher during application and drying time. Provide supplemental heat and protection from precipitation as needed.
- Use only on surfaces that are sound, clean, dry and free from any residue which may affect the ability of the Parex USA PrimeShield to bond to the surface.
- Avoid application in direct sunlight in hot weather.

## WARNING:

- Read complete Warning information printed on product container prior to use. For medical emergency information, call 1-800-424-9300.
- For more information on handling this product refer to its Safety Data Sheet (SDS). The most current SDS and Product Data Sheet (PDS) can be found on our website.
- This Product Data Sheet has been prepared in good faith on the basis of information available at the time of publication. It is intended to provide users with information about the guidelines for the proper use and application of the covered product(s) under normal environmental and working conditions. Because each project is different, Parex USA, Inc. cannot be responsible for the consequences of variations in such conditions, or for unforeseen conditions.

# PAREXUSA

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