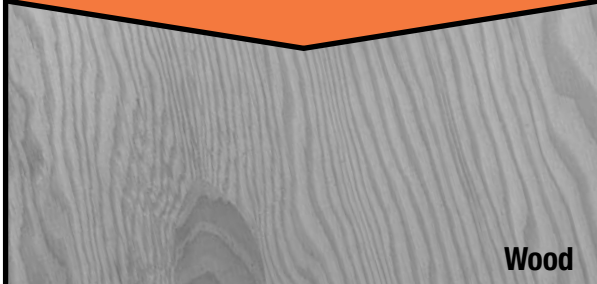
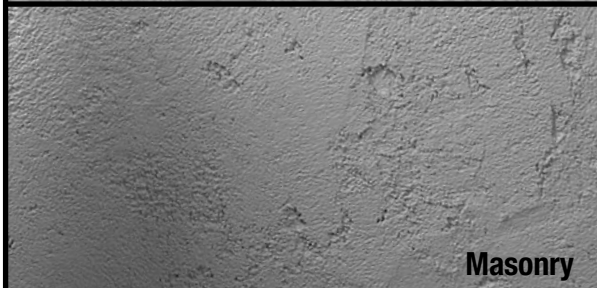


HOW TO CHOOSE THE CORRECT PRIMER



Wood



Masonry



Drywall



Metal



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Choosing the correct primer for your painting project depends on the type and condition of the surface. By following the recommendations in this brochure, as well as using a premium Dunn-Edwards primer, you will achieve beautiful, long-lasting, professional-quality results.

WHY USE A PRIMER?

A primer helps improve the adhesion of the topcoat to the surface, providing a quality, uniform finish that lasts longer. Primer is the first coat of the paint system and should be applied when the surface has never been painted. It also is necessary when painting a surface that has been stripped, is uneven or badly deteriorated, or is worn down to the original substrate.

While primers are a vital component of the painting process, it is important to use a complete primer and finish system. This is because primers are not intended as topcoats, as they are not designed to hold up to normal wear and tear.

PRIMERS ARE NECESSARY TO:

- Fill and seal porous surfaces, such as bare wood or masonry.
- Provide a smooth, even surface for the finish coat, especially for enamel topcoats.
- Cover the surface so the topcoat hides better.
- Seal staining woods, such as cedar and redwood, and cover stains from water damage, knots and sap streaks.
- Bond to slick, shiny and other hard-to-paint surfaces and create a surface to which the topcoat can adhere.
- Provide corrosion resistance for metal surfaces, such as iron, steel, aluminum and galvanized metal.

Generally, if you are repainting a surface that is in good condition, a primer may not be needed.

RECOMMENDED PRIMERS

FOR SPECIFIC SURFACES

Vinylastic® (W 101V) – Premium Interior Pigmented Sealer

- Specifically seals new drywall.

Unikote (W 707V) – Premium Interior Acrylic Undercoater

- Primes interior wood surfaces.

E-Z Prime® (W 708) – Premium Exterior Acrylic Wood Primer

- Primes exterior wood surfaces.

Corrobar® (43-5) – Premium Rust-Preventative Primer

- Specifically primes ferrous metals, such as wrought-iron fences.

Galv-Alum (43-7) – Premium Galvanized and Aluminum Primer

- Specifically primes non-ferrous metal, such as galvanized steel and aluminum.

Blocfil (W 305) – Premium Acrylic Block Filler

- Primes masonry surfaces, such as concrete block.

Eff-Stop® (W 709) – Premium Epoxy-Fortified Acrylic Sealer

- Primes masonry surfaces, such as brick and stucco.

FOR SPECIAL SITUATIONS

Ultra-Grip® (W 715) – Premium Multi-Purpose Primer

- For all-purpose priming.

UMA Primer from XIM

- Primes difficult-to-paint surfaces, such as baked-on enamels and glossy urethanes.

Bulls Eye® Primer from Zinsser®

- Primes drywall that has been damaged or will have wallcovering applied.

Super-Loc® (W 718) – Premium Catalyzed Epoxy Primer

- Primes masonry that is highly alkaline.

Flex-Prime® (W 6315) – Premium Acrylic Primer

- Primes masonry with hairline cracks.

Block-It (QD 42-56) – Premium Synthetic Resin-Based Primer/Sealer

- Stain-blocking primer.

SURFACE PREPARATION

Preparing before you paint saves time, money and energy. Follow these steps to ensure the success of your painting job.

STEP #1

Prepare the room. Remove non-fixed items (furniture, wall fixtures, etc.) and protect what you can't move (carpeting, large items) with dropcloths. Open windows to allow adequate ventilation.

STEP #2

Ideally, wash previously painted surfaces to remove dirt, grease, oil, mildew and other contaminants. Allow surface to dry.

STEP #3

Inspect walls for defects. Fill any holes and sand smooth any inconsistencies. Use spackling compound for walls being repainted or joint compound for new surfaces. For textured walls, fill any holes and re-texture, as necessary. Sand glossy surfaces to provide a roughened surface for proper adhesion.

STEP #4

Scrape and sand peeled, cracked or blistered areas. Patch nail holes, joints and cracks with appropriate patching material. Mask and protect areas not being painted.

CAUTION: Scraping or sanding surfaces that may contain lead or asbestos is hazardous and should only be done using the proper safety equipment or by a certified professional.

STEP #5

Apply the appropriate primer. For best results, use one of the premium primers mentioned above.

BEST PRACTICES FOR APPLYING PRIMER

- Apply primer immediately after completing surface preparation.
- Allow adequate dry time between primer and finish coats.
- Follow product instructions on the maximum time recommended between applications of primer and finish coats.
- Wood may need to be sanded between primer and finish coats.

- When patching or caulking a surface, priming should be done both before and after. This gives the patching or caulking material better adhesion to the surface and prevents the finish coats from “flashing” (uneven sheen).
- When applying primer outside, always paint in shade or indirect sunlight. Direct sunlight dries primers and paints too fast, trapping moisture below the dried surface, which can result in blistering, peeling and other types of paint failure.
- Remember the weather when you are ready to paint. Damp weather or rain that falls within an hour or two of application can ruin your paint job. Also, do not apply paint when the temperature is below 50°F or above 90°F.
- Primers are not intended to be used as topcoats, as they are not designed to hold up to prolonged, direct exposure to sunlight, rain, heat and other elements.

CLEANING UP

Water-based primers must be removed from tools, brushes and rollers with warm, soapy water. Solvent-based primers require special cleaning solvents, such as acetone or paint thinner (where allowed). Be sure to work in a well-ventilated area. Pour the cleaning material into a clean bucket and rinse all items. When done, allow the solids to settle out of the cleaner and then strain the liquid back into the original container for re-use. Allow the settled solids to air-dry away from children, pets or open flames.

PROTECTING THE ENVIRONMENT

Try to buy only the amount of primer/paint you need for the project, so there's less to dispose when your job is done. If you do have leftover primer/paint, follow these environmentally friendly suggestions:

1. Cans with completely dried primer residue may be disposed of in ordinary household trash. Leave the lid off of the container so the collector can see that the paint has dried.
2. Seal oil-based primers in the can and keep them in a safe place until your community holds a household hazardous waste collection day.
3. Never pour leftover paint down a drain or into a storm sewer.

For additional project tips, consult some of our other brochures, such as “*Exterior Painting Preparation.*”

IF YOU HAVE ADDITIONAL QUESTIONS, ASK ANY OF OUR EXPERT SALES ASSOCIATES.

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