



PRODUCT DATA SHEET
PROD. #1215
EXCEL RUST SHIELD 100% ACRYLIC
WATERBORNE DTM PRIMER GRAY



PRODUCT DESCRIPTION

EXCEL Rust Shield 100% Acrylic Waterborne DTM Primer Gray is a specially formulated 100% acrylic, rust inhibitive primer/sealer that is designed for use on a variety of properly prepared interior and exterior metal and architectural substrates in light to moderate industrial, maintenance, or new construction environments. Its special formulation offers ease of application, excellent coverage and adhesion, moisture and corrosion resistance and convenience. It dries fast, provides excellent durability, is mildew resistant, resists flash rusting, is formulated to meet Federal Specification TT-P-001975 for product performance, and is an excellent base coat for both water-based and alkyd/oil-based finish coatings.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES										
<ul style="list-style-type: none"> 100% Acrylic Formula Rust Inhibitive Excellent Coverage Excellent Adhesion Corrosion Resistant Mildew Resistant Moisture Resistant Easy To Apply 	<p><i>Suitable for, but not limited to application on the following properly prepared surfaces;</i></p> <p>INTERIOR / EXTERIOR</p> <table border="0"> <tr> <td>Gypsum Drywall</td> <td>Ferrous Metal</td> </tr> <tr> <td>Plaster</td> <td>Non-Ferrous Metal</td> </tr> <tr> <td>Wood Doors & Trim</td> <td>Storage Tanks</td> </tr> <tr> <td>Metal Doors & Trim</td> <td>Aluminum</td> </tr> <tr> <td>Masonry</td> <td>Fiberglass</td> </tr> </table> <p>Great For Both Interior & Exterior Use</p>	Gypsum Drywall	Ferrous Metal	Plaster	Non-Ferrous Metal	Wood Doors & Trim	Storage Tanks	Metal Doors & Trim	Aluminum	Masonry	Fiberglass	<p>Product Quality: Premium / Industrial</p> <p>Product Use: Interior / Exterior</p> <p>Application Methods: Brush, Roller & Airless Spray</p> <p>Product System: Water-Based</p> <p>Sheen: Flat</p> <p>VOC Compliance: AIM, OTC, LADCO, CARB</p> <p>Federal Standards: TT-P-001975</p>
Gypsum Drywall	Ferrous Metal											
Plaster	Non-Ferrous Metal											
Wood Doors & Trim	Storage Tanks											
Metal Doors & Trim	Aluminum											
Masonry	Fiberglass											

SURFACE PREPARATION

General: The entire surface area to be painted should be clean, dry, sound free from dirt, grease, oils, waxes, mildew, existing paint, loose rust, mill scale, rust deposits and any other surface contaminants that may adversely affect the performance of this coating, and in accordance with the Steel Structures Painting Council's specifications pertaining to the proper surface preparation of metal surfaces.

- Remove any loose, scaling, cracked or peeling paint from previously painted surfaces by hand scraping, sanding, wire brushing or by power tool cleaning methods, such as electric sanders or grinders, etc.
- For exterior surfaces, pressure wash the entire surface area using a unit with a minimum of 2000 psi of water pressure. More difficult areas should be hand scraped, sanded, wire brushed and/or power tool cleaned as mentioned above.
- For all metal surfaces, remove any loose rust, mill scale, rust deposits or white rust from metal surface by the same methods as described above, and in accordance with the Steel Structures Painting Council's specification for the proper surface preparation of metal surfaces.
- Repair/replace any damaged and/or delaminated surface areas with the proper patching and/or building materials. Allow all patching materials to dry thoroughly before application of paint coatings. Sand all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces to dull existing finish.

Mildew - Surface areas affected by mildew should be treated with a commercial mildew removal and/or wash product carefully following manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.

- 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 wet mop. Before you start, find out how you can protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-Lead, or log onto www.epa.gov/lead.

PRODUCT ANALYSIS DATA

PIGMENT: 30.50%

VEHICLE: 69.50%

MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.

TECHNICAL DATA

- COLORS:** Gray
- TINTING:** Not Recommended
- VEHICLE TYPE:** 100% Acrylic
- VISCOSITY:** 113 KU ± 2
- GLOSS @ 60°:** Flat / 0 – 5 units
- FLASH POINT:** N/A
- VOC:** Not to Exceed 250 g/l – 2.10 lb/gal
(Meets AIM, OTC & CARB Standards)
- SOLIDS:** By Volume: 37.06% ± 2%
By Weight: 51.18% ± 2%
- COVERAGE:** 300 – 400 Sq. Ft. / Gal.
(Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- MIL FILM:** Estimated @ 350 Sq. Ft. / Gal.
Wet: 4.6 mils **Dry:** 1.7 mils
- DRY TIME:** (@ 70° F & 50% Relative Humidity)
To Touch: 45 Min. – 1 Hour
Recoat: 4 – 6 Hours, or after overnight dry.
(Dry times listed may vary according to relative humidity, temperature, film build, color and air movement.)
- CLEAN UP:** Warm Soapy Water
- THINNING:** Clean Water

RECOMMENDED FINISH COATINGS

The following Richard's products are recommended finish coatings for this primer coating material. However, recommended Richard's finish coatings are not limited to the products listed below;

• FLAT FINISHES

- 100, Signature Series 100% Acrylic Int./Ext. Flat House Paint
- 350, Rich Classic Int./Ext. Acrylic House Paint
- 650, Rich Shield Premium 100% Acrylic Flat House Paint

• LO-LUSTER/EGGSHELL FINISHES

- 130, Signature Series 100% Acrylic Lo-Luster House & Trim Paint
- 370, Rich Classic Acrylic Eggshell House & Trim Paint
- 630, Rich Wall Premium Latex Eggshell Enamel

• SATIN FINISHES

- 360, Rich Classic Acrylic Satin House & Trim Paint
- 400, Signature Series 100% Acrylic Satin House & Trim Paint
- 640, Rich Shield Premium 100% Acrylic Satin House & Trim Paint
- 1240, EXCEL Rust Shield 100% Acrylic DTM Satin Enamel

• SEMI-GLOSS FINISHES

- 680, Rich Shield Premium 100% Acrylic Semi-Gloss Enamel
- 750, Signature Series 100% Acrylic Semi-Gloss Enamel
- 1250, EXCEL Rust Shield 100% Acrylic DTM Semi-Gloss Enamel

• GLOSS FINISHES

- 200, Signature Series 100% Acrylic Gloss House & Trim Paint
- 660, Rich Shield Premium 100% Acrylic Gloss House & Trim Paint
- 1200, EXCEL Rust Shield 100% Acrylic DTM Gloss Enamel

APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a smooth - medium nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
 - **Pump:** Gas or Electric Airless Sprayer
 - **Pressure:** Minimum 1500 – 2000 PSI
 - **Tip:** 0.017" – 0.019" Reversible
 - **Hose:** ¼ inch (6.3 mm) - ⅝ inch (10 mm)

PACKAGING & WEIGHT PER GALLON

- **Packaging:** Quarts – 6/case Gallons – 4/case
2 Gallons – N/A 5 Gallons - Each
- **Weight per Gallon:** 11.02 lbs.

CLEAN UP & THINNING INSTRUCTIONS

Clean Up: Clean up any minor spills and splatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious spills should be contained and removed with inert absorbent material. Dispose of contaminated absorbent, container, and unused contents in accordance with local, state and federal regulations.

Thinning: Stir thoroughly and apply as it comes from the container. Thinning is not necessary. However, if thinning is required, you may add clean water up to ½ pint per gallon.

WARRANTY & LIMITATIONS

The technical information contained herein is accurate to the best of our knowledge. All warranties are excluded, whether expressed or implied, by operation of law or otherwise, including all implied warranties of merchantability or fitness for a particular purpose. Seller shall not be liable, directly or indirectly, under any circumstances for consequential, incidental, special or any other type of damages arising or resulting for any reason under the sale, handling, or use of goods sold. Seller's liability hereunder, and buyer's exclusive remedy hereunder, for negligence or any other reason, is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. Notice of any alleged failure or defect in the material must be given to the seller in writing by certified U.S. mail within 15 days of noticing the problem. Failure to give the required notice within the time provided constitutes a waiver of any claim. The Manufacturer is not responsible for any misrepresentation made by the Dealer.

REV 12-14

PRODUCT APPLICATION – General

EXCEL Rust Shield 100% Acrylic Waterborne DTM Primer Gray may be easily applied with a quality brush, roller cover, or airless spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- When applying by roller cover, apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking.
- When applying by airless spray equipment use a unit with a minimum of 2000 psi of pressure, with a 0.017" – 0.019" fluid spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, an even coat application, and to work primer coating into surface pores.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 55° F and below 90° F.
- Avoid exterior paint application when weather conditions are threatening, and late in the day when there is a threat of moisture condensing on wet paint.

PRODUCT LIMITATIONS

- Not for use in corrosive or chemical environments.
- Not for use in areas subject to intense heat.
- Not for use on below grade substrates.

PRECAUTIONARY & SAFETY INFORMATION

CAUTIONS: Avoid prolonged contact with skin, and breathing of dust, vapors and/or spray mists. Causes eye irritation. **USE WITH ADEQUATE VENTILATION!** Ensure fresh air entry during application and drying. If you experience eye water, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriately fitted respirator, (NIOSH approved), during and after application. Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes, skin and clothing. Use chemical safety glasses, goggles or a face shield for proper eye protection. Wash thoroughly after handling and before eating or smoking. Close container after each use. **DO NOT TAKE INTERNALLY!**

FIRST AID: In case of skin contact, wash thoroughly with plenty of warm soapy water. For eye contact, flush with plenty of water for 15 minutes and get medical attention immediately. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately. If swallowed, do not induce vomiting, get medical attention immediately.

KEEP OUT OF REACH OF CHILDREN!