



# PRODUCT DATA SHEET

PROD. #1414

**RICH FLEX 100% ACRYLIC  
ALKALI RESISTANT PRIMER**



## PRODUCT DESCRIPTION

**Rich Flex 100% Acrylic Alkali Resistant Primer** is a 100% acrylic primer/sealer specially formulated to resist "alkali burn" commonly associated with new cementitious substrates. Its special formulation provides excellent coverage, adhesion, low odor, and its ease of application allows for product versatility. It dries fast, is mildew resistant, resists bleeding of stains and markings, is non-yellowing, and has excellent priming and sealing properties. It may be top-coated with both water-based and alkyd/oil-based finish coatings. Mildew Resistant - This paint contains agents, which inhibit the growth of mildew on the surface of this paint film.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	VOC COMPLIANCE										
<ul style="list-style-type: none"> <li>100% Acrylic Formula</li> <li>Excellent Coverage</li> <li>Excellent Adhesion</li> <li>Resist Alkali Burn</li> <li>Resists Stain Bleed</li> <li>Primes &amp; Seals</li> <li>Mildew Resistant</li> <li>VOC Compliant</li> <li>Easy To Apply</li> </ul>	<p><i>Suitable for the following properly prepared surfaces;</i></p> <p><b>INTERIOR / EXTERIOR</b></p> <table> <tr> <td>Masonry</td> <td>Composition Board</td> </tr> <tr> <td>Concrete</td> <td>Brick</td> </tr> <tr> <td>Stucco</td> <td>Gypsum Drywall</td> </tr> <tr> <td>Cement</td> <td>Plaster</td> </tr> <tr> <td>Concrete Block</td> <td>Wood</td> </tr> </table> <p><b>Great For Both Interior &amp; Exterior Use!</b></p>	Masonry	Composition Board	Concrete	Brick	Stucco	Gypsum Drywall	Cement	Plaster	Concrete Block	Wood	<p><b>Product Quality:</b> Premium / Best</p> <p><b>Product Use:</b> Interior / Exterior</p> <p><b>Application:</b> Brush, Roller Cover, Airless Spray</p> <p><b>Product System:</b> Water-Based</p> <p><b>Sheen:</b> Lo-Lustre</p>	<p><b>AIM</b> Yes</p> <p><b>OTC</b> Yes</p> <p><b>CARB</b> Yes</p> <p><b>SCAQMD</b> Yes</p> <p><b>MPI #</b> No</p> <p><b>LEED® 09CI</b> Yes</p> <p><b>LEED® 09NC</b> Yes</p> <p><b>LEED® 09CS</b> Yes</p> <p><b>LEED® H</b> Yes</p>
Masonry	Composition Board												
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## SURFACE PREPARATION

**General:** The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, curing agents, mildew and any other surface contaminants that may adversely affect the performance of this coating material.

- 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.
- 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.
- Replace old and deteriorated caulking around windows, doors, wall joints or seams, etc. with a quality acrylic caulking compound and allow to thoroughly dry.

**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](http://www.epa.gov/lead).

## PRODUCT ANALYSIS DATA

**PIGMENT: 23.85%**

**VEHICLE: 76.15%**

*MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.*

## TECHNICAL DATA

- COLORS:** White
- TINTING:** Universal Colorant - 2 oz./Gal.
- VEHICLE TYPE:** 100% Acrylic
- VISCOSITY:** 80 KU ± 2
- GLOSS @ 60°:** Lo-Lustre / 20 units ± 2
- FLASH POINT:** N/A
- VOC:** Not to Exceed 100 g/l – 0.84 lb/gal  
(Meets AIM, OTC, CARB & SCAQMD Standards)
- SOLIDS:** By Volume: 29.97% ± 2%  
By Weight: 42.24% ± 2%
- COVERAGE:** 300 – 400 Sq. Ft. / Gal.  
(Depending on Application & Surface Porosity.)
- MIL FILM:** Estimated @ 350 Sq. Ft. / Gal.  
**Wet:** 4.6 mils      **Dry:** 1.4 mils
- DRY TIME:** (@ 70° F & 50% Relative Humidity)  
To Touch: 1 – 2 Hours  
Recoat: 4 – 6 Hours, or after overnight.
- 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 Line, Signature Series 100% Acrylic Int./Ext. Flat House Paint
- 350 Line, Rich Classic Premium Latex Acrylic Int./Ext. Flat House Paint
- 600 Line, Rich Wall Premium Acrylic Int. Wall Paint
- 650 Line, Rich Shield Premium 100% Acrylic Int./Ext. Flat House Paint

### LO-LUSTER/EGGSHELL FINISHES

- 130 Line, Signature Series 100% Acrylic Int./Ext. Lo-Lustre House Paint
- 370 Line, Rich Classic Premium Latex Acrylic Int./Ext. Eggshell
- 630 Line, Rich Wall Premium Acrylic Int. Eggshell Enamel

### SATIN FINISHES

- 360 Line, Rich Classic Premium Latex Acrylic Int./Ext. Satin House Paint
- 400 Line, Signature Series 100% Acrylic Int./Ext. Satin House & Trim
- 640 Line, Rich Shield Premium 100% Acrylic Int./Ext. Satin House & Trim

### SEMI-GLOSS FINISHES

- 380 Line, Rich Classic Premium Latex Acrylic Int./Ext. Semi-Gloss
- 680 Line, Rich Shield Premium 100% Acrylic Int./Ext. Semi-Gloss
- 750 Line, Signature Series 100% Acrylic Int./Ext. Semi-Gloss

### GLOSS FINISHES

- 200 Line, Signature Series 100% Acrylic Int./Ext. Gloss House & Trim
- 660 Line, Rich Shield Premium 100% Acrylic Int./Ext. Gloss House Paint

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a 3/8" - 1 1/4" 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:** 1/4 inch (6.3 mm) - 3/8 inch (10 mm)

## PACKAGING & WEIGHT PER GALLON

- **Packaging:** Quarts – N/A                      Gallons – 4/case  
2 Gallons – N/A                                5 Gallons - Each

- **Weight per Gallon:** 10.33 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 1/2 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 06-13

## PRODUCT APPLICATION – General

**Rich Flex 100% Acrylic Alkali Resistant Primer** 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!**