



PRODUCT TECHNICAL DATA INFORMATION

PRODUCT NO.: 1414

RICH FLEX ALKALI RESISTANT ACRYLIC MASONRY PRIMER

PRODUCT DESCRIPTION

Richard's Rich Flex Alkali Resistant Acrylic Masonry Primer is a specially formulated primer that is designed to prevent hot alkali within the substrate from burning through the finish coat application of most paint coatings. Its special formulation allow for application to a variety of substrates. It also helps block out most surface stains, such as water, inks, smoke, crayons, markers, pencil and tannin. It provides superior coverage, ease of application, low odor and provides excellent priming and sealing qualities. May be top coated with both latex base and oil/alkyd base paint coatings. **Mildew Resistant** - This paint contains agents which inhibit the growth of mildew on the surface of this paint film. **FOR INTERIOR & EXTERIOR USE!**

SUGGESTED PRODUCT USES

SUITABLE FOR APPLICATION TO THE FOLLOWING PROPERLY PREPARED SUBSTRATES:

DRYWALL * WOOD * PLASTER * CEMENT COMPOSITION BOARD * MASONRY * CEMENT * BRICK * BLOCK * STUCCO

PRODUCT FEATURES

**100% ACRYLIC * EASE OF APPLICATION * PREVENTS ALKALI BURN * FAST DRYING * LOW ODOR
PRODUCT VERSATILITY * EASY CLEAN UP**

PRODUCT SPECIFICATION DATA

* COLORS:	White
* FINISH:	Flat
* FLASH POINT:	N/A
* METHOD USED:	T.C.C.
* COATING V.O.C.:	Not To Exceed .83 lbs./gal. - (100 g/l)
* SOLIDS:	By Volume: 36.70% ± 2% By Weight: 51.71% ± 2%
* RECOMMENDED MIL FILM:	Wet: 4.6 Mils - (Estimated At 350 Square Feet Per Gallon). Dry: 1.7 Mils - (Estimated At 350 Square Feet Per Gallon).
* ESTIMATED COVERAGE:	Covers approximately 300 - 400 square feet per gallon, depending on type of application and the porosity of the surface.
* CLEAN UP:	Warm Soapy Water
* THINNING:	Clean Water
* ESTIMATED DRY TIME:	Dries to the touch in approximately 1 - 2 hours, re-coat after 4 hours or overnight dry, depending on conditions.

PRODUCT ANALYSIS DATA

PIGMENT: 32.14%

VEHICLE: 67.86%

MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON FORMAL REQUEST.

SURFACE PREPARATION

The entire surface area to be painted should be clean, dry, sound and free from all dirt, dust, grease, oils, waxes, mildew and any other surface contaminants. Remove any loose scale, chalked, cracked or peeling paint from previously painted surfaces by hand scraping, sanding, wire brushing and/or power tool cleaning. Repair/replace any damaged and/or delaminated surface areas. Lightly sand smooth all rough paint edges, as well as all rough surface edges and glossy surfaces.

Mildew - Surface areas affected by mildew should be washed with a commercial mildew removal 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 a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD, or log on to www.epa.gov/lead

PRODUCT APPLICATION

Richard's Rich Flex Alkali Resistant Acrylic Masonry Primer is easily applied with a quality brush, roller, or airless spray equipment. For best results, it is recommended to apply by brush or roller, to effectively work primer into surface pores. If applying by brush, apply a smooth and generous coat application on/in small surface areas, such as trim or cutting-in larger surface areas. If applying with a roller, apply an even and generous coat application in an "M" or crisscross motion, avoiding any excessive respreading or reworking. Always try to maintain a wet edge by brushing/rolling into previously applied coating areas. If applying by airless spray, it is recommended to use a unit with a minimum of 2000 psi of pressure, with a 0.017 - 0.019 fluid spray tip. It is also recommended to back-roll the surface area during spray application to effectively work primer into surface pores, insure proper adhesion and an even coat application. On repaint projects, spot prime all bare and/or newly repaired surface areas, allow to dry thoroughly then prime entire surface area to be painted. Allow primer to dry thoroughly before application of finish paint coatings. Apply when surface and ambient temperatures are above 55° F. and below 90° F. Avoid paint application outside when weather conditions are threatening and late in the afternoon when there is a threat of moisture condensing on wet paint. **KEEP FROM FREEZING!**

PRECAUTIONS

CAUTION: KEEP OUT OF REACH OF CHILDREN! Avoid prolonged contact with skin and breathing of vapors and or spray mists. **USE WITH ADEQUATE VENTILATION!** Where ventilation is inadequate, use a suitable respirator. When spraying this material, use an **OSHA** approve cartridge respirator. 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 soap and water. For eye contact, flush thoroughly with plenty of water for 15 minutes, **Seek Immediate Medical Attention!** If affected by inhalation, move immediately to fresh air. If swallowed, **Do Not Induce Vomiting! Seek Immediate Medical Attention!**

MIXING INSTRUCTIONS & PACKAGING

Stir thoroughly and apply as it comes from the container. **No Thinning Is Necessary!** However, if thinning is required, you may add **Clean Water** up to ½ pint per gallon.

* **Pint Cans:** N/A

* **Quart Cans:** N/A

* **Gallon Cans:** 4 Per Case

* **Two Gallon Cans:** N/A

* **Five Gallon Cans:** Each

* **Weight Per Gallon:** 10.63 lbs.

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