PRODUCT DATA SHEET
PROD. #306-DB
RICHTEX - DEEP BASE
DRYWALL PRIMER/SURFACER

PRODUCT DESCRIPTION

Rich Tex Deep Base Drywall Primer/Surfacer is specially formulated to offer the same primer/sealer characteristics and performance as our 306 Rich Tex Drywall Primer/Surfacer, but is specially formulated to be tinted to mid and deep tone colors not possible with ordinary primer/sealers. Specifically designed for application by the professional painting contractor to a variety of interior surfaces, especially gypsum drywall, it provides excellent coverage, sealing and sanding properties, and its unique surfacing properties creates a smoother surface for the application of both latex and oil-based finish paint coatings. It is easy to apply, offers good product versatility, and is VOC compliant.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES
• Acrylic Latex Formula • Excellent Coverage • Tintable to Deep Tone Colors • Primes & Seals • Excellent Sanding Properties • Creates A Smoother Finish • Product Versatility • VOC Compliant • Easy To Apply	*Suitable for, but not limited to the following properly prepared surfaces;* **INTERIOR** Gypsum Drywall — Ceilings Sheetrock — CMU & Masonry Plaster — Wood **For Interior Use Only!**	**Product Quality:** Professional **Product Use:** Interior Only **Application Methods:** Brush, Roller & Airless Spray **Product System:** Water-Based **Sheen:** Flat **VOC Compliance:** AIM / CARB / OTC / SCAQMD

SURFACE PREPARATION

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

- New masonry and/or cementitious surfaces should be allowed 30 – 90 days to properly dry/cure then properly tested for "alkali" content before product application.
- When applying to wood surfaces, it is recommended to test a small area for any signs of "tannic acid bleed.
- 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.
- 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.

PRODUCT ANALYSIS DATA

PIGMENT: 37.61% **VEHICLE: 62.39%**

MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.

TECHNICAL DATA

- **COLORS:** Deep Base
- **TINTING:** Universal Colorant up to 8 oz./ Gal.
- **VEHICLE TYPE:** Acrylic Latex
- **VISCOSITY:** 107 KU ± 2
- **GLOSS @ 60°:** Flat / 0 – 5 units
- **FLASH POINT:** N/A
- **VOC:** Not to Exceed 100 g/l – 0.84 lb/gal
  (*Meets AIM, OTC, CARB & SCAQMD Standards*)
- **SOLIDS:** By Volume: 36.14% ± 2%
  By Weight: 52.30% ± 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:** (*@ 70º F & 50% Relative Humidity)*
  To Touch: 1 - 2 Hour
  Recoat: 4 - 6 Hours, or after overnight.
  (*Dry times listed may vary according to relative humidity, temperature, film build, color and air movement.*)
- **DRIES BY:** Coalescence / Solvent Evaporation
- **CLEAN UP:** Warm Soapy Water
- **THINNING:** Clean Water

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RECOMMENDED FINISH COATINGS

The following Richard's products are recommended finish coatings for this primer coating material. However, recommended 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
- **SEMI-GLOSS FINISHES**
  - 380, Rich Classic Acrylic Semi-Gloss Enamel
  - 680, Rich Shield Premium 100% Acrylic Semi-Gloss Enamel
  - 750, Signature Series 100% Acrylic Semi-Gloss Enamel
- **GLOSS FINISHES**
  - 200, Signature Series 100% Acrylic Gloss House & Trim Paint
  - 660, Rich Shield Premium100% Acrylic Gloss House & Trim Paint

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 2000 PSI
  - **Tip:** 0.015 – 0.019 Reversible
  - **Hose:** ¼ inch (6.3 mm) - ⅜ inch (10 mm)

PACKAGING & WEIGHT PER GALLON

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

- **Weight per Gallon:** 11.33 lbs.
- **Shelf Life:** Unopened – 2 to 3 Years

CLEAN UP & THINNING INSTRUCTIONS

Clean Up: Clean up any minor spills and spatters 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.

PRODUCT APPLICATION – General

RichTex Deep Base Drywall Primer/Surfacer 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.
- For best results, it is recommended to apply by brush or roller cover to effectively work primer into surface pores.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surface areas.
- When applying by roller cover, apply an even and generous coat in an **"M"** 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 0.015 – 0.019 fluid spray tips.
- 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 55º F.
- **KEEP FROM FREEZING!**

PRODUCT LIMITATIONS

- Not for exterior use.
- 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!

WARRANTY & LIMITATIONS

REV 01-15