



# PRODUCT DATA SHEET

PROD. #1018  
**RUST SHIELD INDUSTRIAL**  
**WHITE METAL PRIMER**



## PRODUCT DESCRIPTION

**Rust Shield Industrial White Metal Primer** is our professional rust preventative industrial alkyd metal primer. It is specially formulated to provide excellent long term corrosion protection for ferrous metal surfaces in both general maintenance and some industrial paint applications. Easy to apply, it provides excellent coverage, spreads evenly, resists sagging, has excellent leveling properties, penetrates into surface pores, and has excellent adhesion qualities for a smooth professional finish. It provides excellent durability, is moisture and abrasion resistant. For Interior & Exterior Use.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES
<ul style="list-style-type: none"> <li>Professional Quality</li> <li>Rust Preventative</li> <li>Excellent Coverage</li> <li>Excellent Corrosion Protection</li> <li>Abrasion Resistant</li> <li>Moisture Resistant</li> <li>Excellent Product Versatility</li> <li>Easy To Apply</li> </ul>	<p><i>Suitable for, but not limited to the following properly prepared surfaces:</i></p> <p><b>INTERIOR/EXTERIOR</b></p> <ul style="list-style-type: none"> <li>Structural Steel</li> <li>Piping &amp; Pipelines</li> <li>Machinery</li> <li>Farm Equipment</li> <li>Storage Tanks</li> <li>Appliances</li> <li>Tools</li> <li>Metal Doors &amp; Trim</li> <li>Trash Dumpsters</li> <li>Metal Buildings</li> </ul> <p><b>NOTE: FOR USE ON METAL SUBSTRATES ONLY!</b>  <b>Great For Interior &amp; Exterior Use!</b></p>	<p><b>Product Quality:</b> Industrial / Professional</p> <p><b>Product Use:</b> Interior &amp; Exterior</p> <p><b>Application:</b> Brush, Roller &amp; Spray Application</p> <p><b>Product System:</b> Solvent-Based</p> <p><b>Sheen:</b> Flat</p> <p><b>VOC Compliance:</b> AIM, LADCO, OTC</p> <p><b>MPI Standards:</b> No</p>

## SURFACE PREPARATION

**GENERAL:** The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, mildew, loose and flaking rust, mill scale, form release agents, and any other surface contaminants that may adversely affect the performance of this coating material.

- **PREVIOUSLY PAINTED 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. Sand rough paint edges smooth to adjacent surface area. Sand glossy surfaces to dull the existing finish. Spot prime bare surfaces as recommended and allow to dry thoroughly before applying finish coatings.
- **NEW OR BARE METAL SURFACES: Ferrous Metals – Iron & Steel -** Remove all surface contaminants, oil and grease in accordance with SSPC-SP1. Remove any loose rust and rust deposits in accordance with SSPC-SP 2 – Hand Tool Cleaning, or SSPC-SP 3 – Power Tool Cleaning specifications. For optimal performance, clean the surface by abrasive blasting to achieve SSPC-SP 6/NACE 3 – Commercial Blast Cleaning standards. Prime all bare metal within 8 hours before flash rusting occurs.
- **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.
- **SURFACE REPAIRS:** Repair/replace any damaged and/or delaminated surface areas with the proper recommended 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. Spot prime all bare or new surfaces areas with same primer material and allow to thoroughly dry before applying finish coatings.

**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).

## TECHNICAL DATA

- **COLORS:** White
- **TINTING:** Not Recommended
- **VEHICLE TYPE:** Alkyd
- **VISCOSITY:** 82 KU ± 3
- **FINISH:** Flat
- **FLASH POINT:** 107° F
- **COATING VOC:** Not to Exceed 400 g/l – 3.36 lb/gal  
(Meets AIM, LADCO & OTC Standards)
- **SOLIDS:**  
 By Volume: 52.81%      By Weight: 73.39%
- **ESTIMATED COVERAGE:** 300 – 400 SFPG  
(Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- **RECOMMENDED MIL FILM:** (Estimated @ 350 SFPG)  
 Wet: 4.6 mils      Dry: 2.4 mils
- **DRY TIME:** (@ 70° F & 50% Relative Humidity)  
 To Touch: 2 – 4 hrs. | Recoat: 6 – 8 hrs. or after overnight  
(Actual dry time may vary according to relative humidity, temperature, color, applied film build and air movement.)
- **DRIES BY:** Oxidation / Solvent Evaporation
- **CLEAN UP:** Mineral Spirits
- **THINNING:** Do Not Thin
- **WEIGHT / GAL:** 11.58 lbs.
- **SHELF LIFE:** 2 – 3 yrs. unopened
- **PACKAGING:**

Quarts:	6 / Case	Gallons:	4 / Case
2 Gallons:	N/A	5 Gallons:	N/A

## RECOMMENDED FINISH COATINGS

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

- **FLAT FINISHES**
  - 100 Series, Signature Series 100% Acrylic Flat House Paint
  - 650 Series, Rich Shield 100% Acrylic Flat House Paint
- **LO-LUSTER/EGGSHELL FINISHES**
  - 130 Series, Signature Series 100% Acrylic Lo-Lustre House Paint
  - 370 Series, Rich Classic Eggshell Acrylic House Paint
- **SATIN FINISHES**
  - 400 Series, Signature Series 100% Acrylic Satin House & Trim
  - 640 Series, Rich Shield 100% Acrylic Satin House & Trim
- **SEMI-GLOSS FINISHES**
  - 680 Series, Rich Shield 100% Acrylic Semi-Gloss Enamel
  - 750 Series, Signature Series 100% Acrylic Semi-Gloss Enamel
  - 1250 Series, Rust Shield II 100% Acrylic Industrial DTM Semi-Gloss Enamel
- **GLOSS FINISHES**
  - 200 Series, Signature Series 100% Acrylic Gloss House & Trim
  - 1000 Series, Rust Shield Polyurethane Industrial Gloss Enamel
  - 1200 Series, Rust Shield II 100% Acrylic Industrial DTM Gloss Enamel

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester or combination nylon/polyester, or a quality natural china bristle brush.
- **Roller Application:** Apply using a smooth to medium nap synthetic, lamb's wool or mohair roller cover, depending on texture or 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) - ¾ inch (10 mm)

## CLEAN UP & THINNING INSTRUCTIONS

**Clean Up:** Clean up any minor spills and splatters immediately with **Mineral Spirits**, as well as all painting tools and airless equipment. More serious paint 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. **Do Not Thin!**

## LIMITED WARRANTY

Richard's Paint Mfg. Co., Inc. warrants our products to meet the application, appearance and performance properties stated on the label. This Limited Warranty shall not apply to any defect or damage resulting from improper surface preparation, structural defects, failure of a previous paint or improper application of the coating, as described in the directions on the label of this container. If this product is found not to perform as specified, Richard's Paint will, at its option and upon presentation of proof-of-purchase (the original receipt), either furnish an equivalent amount of new product or refund the original purchase price of this product to you. **ALL OTHER WARRANTIES ARE EXCLUDED BY RICHARD'S PAINT MFG. CO., INC., EXPRESSED OR IMPLIED, STATUTORY, BY OPERATION OF LAW OR OTHERWISE, INCLUDING MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.**

## LIMITATIONS

Seller's liability for any reason is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. **THIS WARRANTY EXCLUDES (1) LABOR AND COSTS ASSOCIATED WITH LABOR FOR THE APPLICATION OR REMOVAL OF ANY PRODUCT, AND (2) ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OR RESULTING FOR ANY REASON UNDER THE SALE, HANDLING, OR USE OF GOODS SOLD.** Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights, which vary from state to state. This Limited Warranty may not be transferred or assigned.

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## PRODUCT APPLICATION – General

Richard's Rust Shield Industrial White Metal Primer may be easily applied with a quality brush, roller, or spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- Always paint to a natural break in the surface, such as a corner or edge.
- **Brush Applications:** When applying by brush, use a quality nylon or polyester bristle brush, or a quality combination of both, and apply a smooth and generous coat application to smaller surface areas, such as cutting-in larger surfaces and painting trim.
- **Roller Application:** When applying by roller cover, use a quality smooth, medium or rough nap roller, depending on surface porosity, and apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking.
- **Spray Application:** 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.
- Rough or textured surfaces coated using spray equipment should be back-rolled to ensure a uniform film, even coverage and proper adhesion.
- 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. Do not apply when surface and air temperature is within 5° of the dew point.
- 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 on galvanized or zinc coated metals.
- Not for use with 2-part epoxy or 2-part urethane top-coats.
- Not for use as the sole Primer-Finish coating for exterior exposure of Structural Steel.
- 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: COMBUSTIBLE!** Keep away from heat, sparks and open flames. **INSURE PROPER CROSS-VENTILATION UNTIL COATING HAS DRIED!** Where ventilation is inadequate, use a suitable respirator. Turn off main gas valve until after coating has dried, then have pilot lights re-lighted by a responsible person. Avoid prolonged contact with skin and breathing of vapors and/or spray mists. When spraying this material, use an **OSHA** approved 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 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.

**NOTICE:** Reports have associated repeated and prolonged occupational overexposure to solvents with permanent brain and nervous system damage. Intentional misuse by deliberately concentrating and inhaling the contents herein may be harmful or fatal.

**KEEP OUT OF REACH OF CHILDREN!**