



PRODUCT DESCRIPTION



Richard's EXCEL Rust Shield 100% Acrylic Waterborne DTM Primer - White is a professional quality 100% acrylic waterborne rust inhibitive primer/sealer designed for use on a variety of properly prepared interior and exterior substrates in light to moderate industrial, commercial, maintenance, or architectural environments. It offers excellent coverage and adhesion, moisture and corrosion resistance and ease of application. It dries fast, provides excellent durability, is mildew resistant, resists flash rusting, 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 the following properly prepared surfaces;</i></p> <p>INTERIOR/EXTERIOR</p> <ul style="list-style-type: none"> • Gypsum Drywall • Plaster • Wood Doors & Trim • Metal Doors & Trim • Masonry • Ferrous Metal • Non-Ferrous Metal • Storage Tanks • Aluminum • Fiberglass <p>Great For Interior & Exterior Use!</p>	<p>Product Quality: Premium / Industrial</p> <p>Product Use: Interior / Exterior</p> <p>Application: Brush, Roller & Airless Spray</p> <p>Product System: Water-Based</p> <p>Sheen: Flat</p> <p>MPI Standards: No</p> <p>VOC Compliance: AIM, LADCO/OTC Phase I & II, CARB</p>

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.

- **PREVIOUSLY PAINTED 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 all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces to dull existing finish. Spot prime all bare surface areas with same primer material and allow to thoroughly dry before applying finish coatings.
- **SURFACE REPAIRS:** Repair/replace any damaged and/or delaminated surface areas with the proper recommended patching and/or building materials. Allow patching materials to dry thoroughly before application of paint coatings
- **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.
- **GALVANIZED & Non-Ferrous Metal:** It is recommended to allow surface to weather for a minimum of six (6) months then solvent clean per SSPC-SP 1. If weathering is not possible, solvent clean per SSPC-SP 1, and apply recommended primer.
- **ALUMINUM:** Remove oils, grease, dirt, oxide and any other surface contaminants as per SSPC-SP 1 specifications.
- **DRYWALL:** Insure that the surface is dust & chalk free, and primed with recommended primer.
- **MASONRY / CONCRETE:** All new masonry surfaces should be allowed 30 – 90 days to properly dry/cure in accordance with industry standards. The surface should be tested for pH and alkali levels. Surface should not read higher than 8.5 – 9 level.
- **WOOD:** All new wood surfaces must be clean, dry and sound, and should be properly primed and painted before installation or immediately after. Remove any grade stamps or pencil marks from new wood by lightly sanding. Wood moisture content should be below 15% and wood surfaces that have a mill glaze should be sanded to allow for proper adhesion.
- **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.

TECHNICAL DATA

- **COLORS:** White
- **TINTING:** Universal Colorants
- **VEHICLE TYPE:** 100% Acrylic
- **VISCOSITY:** 102 KU ± 3
- **GLOSS @ 60°:** Flat / 0 – 5 units
- **FLASH POINT:** N/A
- **COATING VOC:** Not to Exceed 250 g/l – 2.10 lbs./gal
(Meets AIM, LADCO/OTC Phase I & II & CARB Standards)
- **SOLIDS BY VOLUME:** 36.93% ± 2%
- **SOLIDS BY WEIGHT:** 51.72% ± 2%
- **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: 1.7 mils
- **DRY TIME:** *(@ 70° F & 50% Relative Humidity)*
To Touch: 45 min. to 1 hr.
Recoat: 4 – 6 hrs. or after overnight dry.
(Actual dry time may vary according to relative humidity, temperature, color, applied film build and air movement.)
- **DRIES BY:** Coalescence / Solvent Evaporation
- **CLEAN UP:** Warm Soapy Water
- **THINNING:** Clean Water
- **WEIGHT/GAL:** 10.83 lbs.
- **SHELF LIFE:** 2 - 3 years unopened
- **PACKAGING:** Qts. – N/A | Gal. – 4/cs. | 5 Gal. - Each

RECOMMENDED FINISH COATINGS

The following Richard's products are recommended finish coatings for this primer coating material, but 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 quality nylon, polyester or combination nylon/polyester, or a quality natural china bristle brush.
- **Roller Application:** Apply using a 3/8" - 1/4" 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 2000 PSI
 - **Tip:** 0.013 – 0.017 Reversible
 - **Hose:** 1/4 inch (6.3 mm) - 3/8 inch (10 mm)

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 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. However, if thinning is required, you may add clean water.

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.

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 EXCEL Rust Shield 100% Acrylic Waterborne DTM Primer - White 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.
- **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 on 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 0.013 – 0.017 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 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!