

## EXCEL WATERBORNE BONDING PRIMER



### PRODUCT FEATURES

- Unique WB Formula
- Excellent Adhesion
- Ultimate Toughness
- Promotes Adhesion
- Application Versatility
- VOC Compliant
- Easy To Apply

### PRODUCT USES

#### INTERIOR/EXTERIOR

- |                    |                        |
|--------------------|------------------------|
| • Ferrous Metal    | • Concrete/Masonry     |
| • Galvanized Metal | • Ceramic Tile/Formica |
| • Aluminum         | • Fiberglass/Laminates |
| • Stainless Steel  | • Aluminum Siding      |
| • Brass & Chrome   | • Vinyl Siding         |
|                    | • Glossy Paint         |

GREAT FOR BOTH INTERIOR & EXTERIOR USE!

### PERFORMANCE QUALITIES

Quality:	Professional
Use:	Interior/Exterior
Application:	Brush, Roller, Spray
System:	Water-Based
Sheen:	Flat
MPI:	No
VOC:	AIM, LADCO, OTC I & II, CARB, SCAQMD

## PRODUCT DESCRIPTION

Richard's EXCEL Waterborne Bonding Primer is designed to adhere tenaciously to surfaces that are normally difficult to paint. This unique waterborne chemistry delivers the ultimate adhesion and toughness needed to deliver lasting protection over stainless steel, aluminum, galvanized steel, brass, chrome, glazed block and tile, as well as aged glossy industrial coatings. This fast-drying translucent green primer is an ideal choice for priming factory finished exterior steel and aluminum siding and most metal roofing. For interior or exterior use and will accept a wide range of waterborne and solvent base topcoats, such as alkyds, acrylics, epoxies and 2K urethanes.

## TECHNICAL DATA

<b>COLORS:</b>	Translucent Green
<b>TINTING:</b>	NOT RECOMMENDED
<b>VEHICLE:</b>	Proprietary
<b>VISCOSITY:</b>	77 KU ± 2
<b>GLOSS @ 60°:</b>	Flat   0 – 5 units
<b>FLASH POINT:</b>	N/A
<b>VOC:</b>	Not to exceed 100 g/l   (0.83lbs./gal)
<b>SOLIDS:</b>	<b>By Volume:</b> 37.57% ± 2%   <b>By Weight:</b> 48.38% ± 2%
<b>EST. COVERAGE:</b>	300 – 400 SFPG - (Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)

<b>MIL FILM:</b>	<b>Wet:</b> 4.6 mils   <b>Dry:</b> 1.7 mils – (Estimated @ 350 SFPG)
<b>EST. DRY TIME:</b>	<b>Tack Free:</b> 30 min. - 1 hr.   <b>Recoat:</b> 2 - 4 hrs.
(@ 70° F & 50% RH)	(Allow overnight dry if top-coating with solvent-base epoxies or 2k urethanes.)
<b>DRIES BY:</b>	Coalescence / Solvent Evaporation
<b>THINNING:</b>	Not Necessary
<b>CLEAN UP:</b>	Warm Soapy Water
<b>SHELF LIFE:</b>	2 - 3 yrs. unopened
<b>WEIGHT/GAL.:</b>	10.08 lbs.
<b>PACKAGING:</b>	Gal. - 4/cs.   5 Gal. - Each

## SURFACE PREPARATION

- **GENERAL:** All surfaces must be clean and free of oil, grease, dirt, mildew, loose rust, mil scale, form release agents, curing compounds, deteriorated and poorly adhered coatings, efflorescence and any other surface contaminants. Use Richard's 248 Shield's All Oil & Grease Remover to remove contaminants, petroleum-based oils, grease, vegetable and animal fats.
- **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.
- **PAINTED SURFACES:** This sealer may be applied as a tie coat over aged alkyd and thermoset coatings. Sand smooth all rough paint edges to the adjacent surface area, and sand glossy surfaces to effectively dull and profile existing coatings.
- **FERROUS METALS – IRON & STEEL:** This primer is not intended for use direct-to-rust. Remove all surface contaminants, oil and grease in accordance with SSPC-SP1. Hand tool clean (SSPC-SP 2) and/or power tool clean (SSPC-SP 3) to remove rust, mill scale, loose paint, and other loose detrimental foreign matter. If abrasive blasting can be performed, blast to SSPC-SP 6 / NACE No. 3 requirements or better.
- **GALVANIZED & ALUMINUM:** Exterior galvanized and aluminum surfaces that have weathered for at least 12 months should be cleaned by pressure washing prior to application. If coating new unweathered aluminum or galvanized steel, particularly chromate treated or passivated metal surfaces, apply a spot test and check adhesion.
- **STAINLESS STEEL, BRASS & CHROME:** Clean and abrade/profile the surface as possible. Apply a test patch on stainless steel and test for positive adhesion.
- **MASONRY & CONCRETE:** Allow a minimum 30 days to properly dry/cure. The surface should be tested for pH and alkali levels and should not read higher than a 10.0 level. Clean surface thoroughly to remove contaminants, oil, grease and embedded chemicals. Smooth, slick, glazed, poured or pre-cast concrete should be acid etched, abrasive or shot blasted providing a finish similar to that of 120 grit sandpaper.
- **MILDEW:** Surface areas affected by mildew should be treated with a commercial mildew removal and/or cleaner product following the manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.

## PRODUCT APPLICATION

Richard's EXCEL Waterborne Bonding 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 natural bristle brush, 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 lamb's wool roller, depending on surface porosity, and apply liberally in a crosshatch pattern overlapping strokes or passes making sure that enough material is applied to ensure maximum penetration and surface protection.
- **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.

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a ¾" - 1¼" 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:** 0.013" – 0.017" Reversible
  - **Hose:** ¼ inch (6.3 mm) - ⅝ inch (10 mm)

## 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, Signature Series 100% Acrylic Int./Ext. Flat House Paint
  - 650, Rich Shield Premium Acrylic Int./Ext. Flat House Paint
- **MATTE FINISHES**
  - 420, Signature Series Plus Int. Acrylic Paint & Primer-In-One
- **LOW LUSTRE/EGGSHELL FINISHES**
  - 130, Signature Series 100% Acrylic Int./Ext. Eggshell House & Trim
- **SATIN FINISHES**
  - 1240, EXCEL 100% Acrylic DTM Industrial Satin Enamel
  - 2340, EXCEL Int. Pre-Cat WB Industrial Satin Epoxy Coating
- **SEMI-GLOSS FINISHES**
  - 1250, EXCEL 100% Acrylic DTM Industrial S/G Enamel
  - 2350, EXCEL Int. Pre-Cat WB Industrial S/G Epoxy Coating
  - 2900, PYTHON Epoxy Mastic HS Surface Tolerant Coating
- **GLOSS FINISHES**
  - 1000, Rust Shield Polyurethane Industrial Gloss Enamel
  - 1200, EXCEL 100% Acrylic DTM Industrial Gloss Enamel
  - 2000, Industrial Shield WB Polyamine Gloss Epoxy
  - 2200, Industrial Coatings Polyamide Gloss Epoxy Coating
  - 2400, Industrial Coating Acrylic/Aliphatic Polyurethane Gloss Enamel

## PRODUCT LIMITATIONS

Not for use on below grade substrates.

Not for use in corrosive or chemical environments.

Not for use in areas subject to intense heat.

## CLEAN UP & THINNING

**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.

## PRECAUTIONARY & SAFETY INFORMATION

### KEEP OUT OF REACH OF CHILDREN!

**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.

**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).

## 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.

REV 03-18