



PRODUCT DATA SHEET

PROD. 36.101

HOLZON WATERBORNE BONDING PRIMER

PRIMER/SEALER • STAIN KILLER



PRODUCT DESCRIPTION

Richard's HOLZON Waterborne Bonding Primer provides the ultimate adhesion, stain blocking, toughness and finish quality for your painting project. Adhesive-like properties bond to hard-to-paint surfaces, such as glazed tile, glass, glazed block, fiberglass, Formica, factory finished steel and aluminum, PVC, gloss paint, aluminum and galvanized metal. Excellent leveling and enamel holdout make this primer an ideal choice for priming and repainting cabinets, doors, trim, railings, and virtually all vertical surfaces, inside and out.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES
<ul style="list-style-type: none"> • Exceptional Adhesion • Universal Primer • Excellent Stain Blocking • Bonds To Glossy Surfaces • Interior / Exterior • Smooth Flow and Leveling • Fast Drying 	<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"> • Hard-to-Paint Surfaces • Glazed Tile & Block • Glossy Paint • Fiberglass • Formica & Laminates • Concrete & Masonry • Factory Finished Siding • Vinyl Siding • Aluminum • Galvanized Metal <p>Great For Interior & Exterior Use</p>	<p>Product Quality: Premium / Best</p> <p>Product Use: Interior / Exterior</p> <p>Application: Brush, Roller, Spray Application</p> <p>Product System: Water-Based</p> <p>Sheen: Flat</p> <p>VOC Compliance: EPA AIM, LADCO, OTC Phase I & II, CARB, & SCAQMD</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 smoothly 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. 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.
- **METAL SURFACES: 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 HOLZON Primer. **Aluminum** - Remove oils, grease, dirt, oxide, and any other surface contaminants as per SSPC-SP 1 specifications. Previously painted surfaces, whereby the existing paint show signs of serious deterioration should be completely removed in accordance with SSPC-SP 6 – Commercial Blast Cleaning, or SSPC-SP 10 – Near White Blast Cleaning specifications.
- **DRYWALL:** Ensure that the surface is dust & chalk free and primed with recommended primer.
- **MASONRY / CONCRETE:** Allow a minimum 30 - 45 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 60 grit sandpaper.
- **WOOD:** All new wood surfaces must be clean, dry, and sound, and should be properly primed and painted before installation or immediately after. Do not allow exterior wood to weather. Weathered wood surfaces should be sanded to expose fresh wood surface before coating. 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.

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.

TECHNICAL DATA

- **COLORS:** White
- **TINTING:** Universal Colorants - (Paste/ Colors ONLY!)
- **VEHICLE TYPE:** 100% Acrylic
- **VISCOSITY:** 80 KU ± 2
- **FINISH:** Flat | 0 – 5 units
- **FLASH POINT:** N/A
- **COATING VOC:** Not to Exceed 100 g/l – 0.84 lbs./gal. (Meets EPA AIM, LADCO, OTC I & II, CARB & SCAQMD Standards)
- **SOLIDS BY VOLUME:** 38.49% ± 2%
- **SOLIDS BY WEIGHT:** 51.11% ± 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:** 1.8 mils
- **ESTIMATED DRY TIME:** (@ 70° F & 50% Relative Humidity)
To Touch: 30 - 45 Min. | **Recoat:** 1 - 2 Hrs.
(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 Soap & Water
- **THINNING:** Clean Water
- **WEIGHT/GAL:** 10.46 lbs.
- **SHELF LIFE:** Unopened - 2 - 3 years on average.
- **PACKAGING:** | Gal. – 4/cs. | 5 Gal. - Each

RECOMMENDED FINISH COATINGS

Richard's HOLZON can be top coated with virtually any type of finish, including both water-base and solvent-base coatings. The following Richard's products are recommended finishes for this primer, but are not limited to the products listed below;

• FLAT FINISHES

- 100 Series, Signature Series 100% Acrylic Int./Ext. Flat House Paint
- 420 Series, Signature Series 100% Acrylic Int./Ext. Flat House Paint
- 600 Series, Rich Wall Premium Acrylic Int. Latex Flat Wall Paint
- 650 Series, Rich Shield Premium 100% Acrylic Flat House Paint

• LO-LUSTER/EGGSHELL FINISHES

- 130 Series, Signature Series 100% Acrylic Lo-Luster House & Trim
- 430 Series, Signature Series Plus Int. Paint & Primer In One Eggshell
- 630 Series, Rich Wall Premium Latex Eggshell Enamel

• SATIN FINISHES

- 400 Series, Signature Series 100% Acrylic Satin House & Trim
- 440 Series, Signature Series Plus Int. Paint & Primer In One Satin
- 640 Series, Rich Shield Premium 100% Acrylic Satin House & Trim

• SEMI-GLOSS FINISHES

- 450 Series, Signature Series Plus Int. Paint & Primer In One Semi-Gloss
- 680 Series, Rich Shield Premium 100% Acrylic Semi-Gloss Enamel
- 750 Series, Signature Series 100% Acrylic Semi-Gloss Enamel

• GLOSS FINISHES

- 200 Series, Signature Series 100% Acrylic Gloss House & Trim
- 660 Series, Rich Shield Premium 100% Acrylic Gloss House & Trim

APPLICATION EQUIPMENT

Brush Application: Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.

Roller Application: Apply using a 3/8" - 1/4" 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:** 1/4 inch (6.3 mm) - 3/8 inch (10 mm)

CLEAN UP & THINNING INSTRUCTIONS

Clean Up: Clean up any minor spills and splatters 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 1/2 pint per gallon.

LIMITED WARRANTY

Richard's Paint 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, 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 04-25

PRODUCT APPLICATION – General

Richard's HOLZON 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.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.

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 0.015 – 0.019 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° F 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!