Technical Data Sheet

Bulls Eye 1-2-3 Water-Based Primer Sealer

All Surface, All Purpose Stain Killer Bond Coat
Generic Type – 100% acrylic resin water-based
Interior / exterior stain blocking primer sealer.

Performance Characteristics

- Fast drying – may be recoated in 1 hour
- Adheres to glossy surfaces without pre-sanding or deglossing
- Rust inibitive coating
- Resists mold and mildew on primer film
- High pH resistance (up to 12.5)
- Seals common graffiti stains
- Excellent enamel undercoat
- Compatible with oil or latex topcoats
- Clean up with soapy water

Recommended Uses–
Apply to interior and exterior – walls, ceilings, doors, trim, fascia, soffits, foundations, railings, and related paintable surfaces. Bulls Eye 1-2-3® bonds to wood, plaster, concrete, gloss enamels, hardboard, glass and tile. Provides a rust inhibitive coating on iron railings, steel frames, piping, etc. Resists the growth of mold and mildew on primer film in damp, humid environments. Resistant to high pH surfaces (up to 12.5) including; plaster, poured concrete, concrete block, stucco and 'hot' joint / texture compounds. Seals porous surfaces and traps most stains in the primer film – graffiti, grease, rust, cedar and redwood tannin, creosote, and asphalt stains. Some stains may require a second coat. Interior Substrates– New or previously painted drywall, cured plaster, cement, poured concrete, concrete block, stucco, wood (pine, fir, birch, oak and plywood), aluminium, iron, steel and galvanised metal, PVC, glossy laminates and other interior surfaces.

Exterior Substrates–
Recommended for all types of wood (New or previously painted pine, fir, cedar, redwood, plywood, T-111, and pressure treated wood), hardboard, metal (aluminium, steel, iron and galvanised metal), PVC, fibreglass, masonry (stucco, concrete block, poured concrete and brick). Rust Inhibitive– Dries to a tight, water resistant film that inhibits development and spread of rust on metal. Remove rust and wipe surface clean with a rag dampened in alcohol.

Mould and Mildew Resistance–
Resists the growth of mold and mildew on the primer film. High pH Resistance – Can be applied to high pH surfaces (up to 12.5) without bubbling, lifting or degrading due to high alkalinity making it an ideal primer for concrete, stucco, plaster and fast setting joint / texture compounds.

Cedar and Redwood Bleed–
Traps tannins in the primer film to prevent them from 'bleeding' into the finish coat. For best results, allow to dry overnight before applying topcoat. Very porous woods may require two coats before topcoat.

Chalky Siding–
Contains chalk-binding resins for use on moderately chalked aluminium or previously painted siding and trim.

Glossy Surfaces– Adheres to glossy enamel paints and clear finishes, Formica®, Masonite®, PVC, fibreglass, vinyl – even ceramic tile – without pre-sanding or surface deglossing.

Application–
Ready to use - no dilution necessary. In most cases only one coat is necessary. Porous surfaces may require two coats to properly seal. Prime entire surface for best results.

Thinning–
If thinning is necessary add no more than 10 % clean water and stir thoroughly. Note that thinning the primer may affect its stain blocking properties.

Cleanup–
Clean application tools with warm water and liquid detergent or household cleaner. Work solution into bristles/nap and rinse well. If Bulls Eye® 1-2-3 dries, use Zinsser BIN Brush Cleaner to remove dried paint on brushes.

Disposal–
Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

Surface Preparation–
Surfaces should be clean, dry, sound and free of dust, dirt, excessive chalky material, grime, grease, oil, wax, mould, wallpaper adhesive or any contamination that may interfere with adhesion. If unsure, always wash surface with a household cleaner, appropriate cleaning solution, or solvent. Clean new galvanised with methylated spirit. Remove any unsoundly adhered coatings. Sand any remaining paint film edges smooth with the surface. New plaster which is polished or dusty should be sealed with Zinsser Gardz®. Lightly sand exposed exterior wood with 80 to 100 grit sandpaper to remove loose or weathered wood fibers. When priming over stained areas, first attempt to remove as much of the stain as possible by washing, sanding, scraping, etc. Remove mould and treat area with Blackfriar Fungicidal Wash, or Zinsser Mould Killer & Remover. Wire brush rusty areas. Spot prime knots and sap streaks with Zinsser B-I-N® Primer-Sealer.

WARNING! If you scrape, sand or remove old paint, you

Zinsser® manufactured and marketed in the UK by:
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may release lead dust.
Special precautions should be taken during the surface preparation of pre 1960's paint surfaces over wood and metal as they may contain harmful lead. When dry-sanding avoid dust inhalation by wearing a suitable protective face mask.
Limitations-
Bulls Eye® 1-2-3 is not intended for blocking heavy water stains or for application to floors, decks, roof surfaces or any surface subject to immersion or prolonged contact with water. These limitations not to be construed as all Inclusive.
Dry Time – At normal temperatures Bulls Eye® 1-2-3 will dry to touch in 30 minutes and can be recoated after one hour. Topcoat within 30 days. Lower temperatures, higher humidity, and the addition of tint will prolong dry and cure time of the product. Full adhesion and hardness develop in 7 days.
Coverage – 10m^2 per litre. Coverage may vary with surface porosity.
Precautions-
Consult product Safety Data Sheet.
Warranty–
Bulls Eye® 1-2-3 is guaranteed to perform as indicated when applied according to label directions to a properly prepared surface. Directions are as complete as possible but cannot encompass all conditions, applications, and / or surfaces beyond manufacturer's control. The contents of the container are warranted to be free from any other defect for 2 years from the date of manufacture. All warrantees and guarantees are limited to refund or replacement of product used with proof of purchase. No other warranty or guarantee is expressed or implied.
Application Data
Shake or stir before using. Apply with a synthetic bristle brush, roller or pad. If thinning is required add no more than 78ml clean water per litre and apply a second coat of primer. Apply when air and surface temperature is between 10° - 32°C and relative humidity is less than 85%.
Application Conditions
Temperature Range: 10°– 32°C
Relative Humidity: 10% - 85%
Substrate Moisture: 12% max moisture content
Dry Time (24°C / 50% RH)
To Touch: 35 min
To Recoat: 1 hr
Stain Sealing: 2 hrs / Tannin 24 hrs
Full Scrape Cure: 7 days
Tinting
Bulls Eye® 1-2-3 can be tinted with up to 16ml of universal tinter per litre. Tinting the primer toward the colour of the topcoat helps it hide in one coat. For mid-tone to deep colours use Bulls Eye® 1-2-3 Deep Tint.
Specification Data
Solids by weight: 50.5%
Solids by volume: 34.0%
Density: 1.8kg / litre
Viscosity range 100 – 110 KU
Gloss: @ 60° / 3 day cure 23% (satin)
Enamel holdout: 1.0% gloss change
Wet adhesion Pass 2000 cycles
Flexibility: / 7 day cure (1/4" Mandrel) Pass / 5A
Flame Spread: (ASTM-84-97A) 5, Class 1
Smoke Contribution: (ASTM-84-97A) 0, Class 1
Flash Point: (ASTM-D3278) > 82°C
VOC: less than 30g / litre
Freeze / thaw stable Yes
Shelf Life: 2 years in unopened containers
Storage / Handling Store indoors
5°C - 25°C

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