

DECORATIVE PAINT

S3 Interior Latex Primer & Sealer

Emulsion Paint

water-based Acrylic
Coating

GoMix[®]



S3 INTERIOR LATEX PRIMER & SEALER

S3 Interior Latex Primer/Sealer is a premium quality, water-based sealer that provides very good resistance to efflorescence and good alkali resistance on properly cured tilt-up concrete, poured-in-place concrete, stucco, and block.

It provides an excellent base coat for latex paints and formulated for professional painter use in residential, commercial, institutional and industrial applications.

FEATURES

- Acrylic emulsion ensures excellent alkali resistance.
- High content of this emulsion minimizes the risk of efflorescence and seals off the substrate.
- Maximum hiding
- Great for a variety of interior surfaces
- Excellent all-around stain blocker
- Quick drying
- Low VOC, low odor

RECOMMENDED FOR

S3 Interior Latex Primer/Sealer is suitable for interior masonry surface such as brickwork, plaster, cement, and asbestos which is not fully dry. It is suitable for use on both new and previously painted surfaces.

SURFACE PREPARATION

- Surfaces to be painted must be clean, dry, and free of dirt, dust, grease, oil, soap, wax, scaling paint, water soluble materials and mildew.
- Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces. Glossy areas should be dulled.
- Drywall surfaces must be free of sanding dust. Spot prime before and after filling nail holes, cracks, and other surface imperfections.
- New plaster or masonry surfaces must be allowed to cure (30 days) before applying .
- Cured plaster should be hard, have a slight sheen

and maximum pH of 10; soft, porous or powdery plaster indicates improper cure.

- Never sand a plaster surface; knife off any protrusions and prime plaster before and after applying patching compound.
- Poured or pre-cast concrete with a very smooth surface should be etched or abraded to promote adhesion, after removing all form release agents and curing compounds. Remove any powder or loose particles.

Previously Painted Surfaces:

- Remove all dirt, dust, grease and oils by using a non-residue cleaner to clean the surface.
- Scrape off any loose, cracked or peeling paint.
- Patch cracks and nail holes. Sand smooth, then spot prime.

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 respirator to control lead exposure. Carefully clean up with a HEPA vacuum and a wet mop.



APPLICATION

- DO NOT THIN. Stir primer thoroughly before and occasionally during application.
- Use product when air and surface temperatures are between 50-90°F (10-32°C).
- Apply using a high quality 3/8-1/2" nap roller, nylon/polyester brush, pad applicator or airless sprayer (.015 spray tip) at a spread rate of 350-400 sq. ft. (33-37 m2) per gallon. Initial foaming will disappear upon drying.

DRY TIME

- Dries to touch in 1 hour at 77°F (25°C) and 50% humidity; re-coat in 2-4 hours.
- Longer dry time required in cooler temperatures and in higher humidity.

CLEAN UP & STORAGE

- Use soap and water.
- Properly dispose of all soiled rags and protect unused product from freezing.
- For disposal of unused paint products, please contact your household refuse collection service.

ENVIRONMENTAL, HEALTH & SAFETY INFORMATION

Use only with adequate ventilation. Do not breathe spray mist or sanding dust. Ensure fresh air entry during application and drying. Avoid contact with eyes and prolonged or repeated contact with skin. Avoid exposure to dust and spray mist by wearing a respirator during application, sanding and clean up. Follow respirator manufacturer's directions for respirator use. Close container after each use. Wash thoroughly after handling.

TECHNICAL DATA

Technical Data	
Vehicle Type	100% Acrylic Latex
COMPOSITION (nominal)	Pigment : Lightfast Non-Lead Pigments & Mineral Extenders. Blinder : Acrylic Emulsion. Solvent : Water.
Volume Solids	31.8%
Coverage per Gallon at Recommended Film Thickness	400 –450 Sq. Ft. (37-42 m2)
Recommended Film Thickness (Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure color uniformity and minimize the disposal of excess paint)	Dry 1.2 mils Wet 3.8 mils
Dry Time @ 77° F (25° C) @ 50% RH (High humidity and cool temperatures will result in longer dry, recoat and service times.)	To Touch 1 Hour To Recoat 2 to 4 Hours
Dries By	Evaporation, Coalescence
Viscosity	99 ± 2 KU
Gloss / Sheen	Flat (5-10 @ 85°)
Surface Temperature at Application	Min. 50° F (10°C) Max 90° F (32°C)
Storage Temperature	Min. 40° F(5°C) Max 100° F(38°C)
Volatile Organic Compounds (VOC)	45 Grams / Liter
Weight Per Gallon	11.5 lbs (5.3kgs)

For further information consult our Technical Department

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