



Architectural Coatings

PURE PERFORMANCE® Interior Latex Primer

GENERAL DESCRIPTION

Our premium low odor, zero VOC* (volatile organic compounds) primer designed to meet the performance requirements of the institutional, commercial and residential markets. PURE PERFORMANCE Interior Latex Primer is formulated to provide excellent sealing, hiding and application with minimal odor and zero VOC* properties. Ideal for use in occupied areas such as: hotel/motel resort properties, nursing homes, homes, schools, government facilities, retail space, office buildings, hospitals, and apartments.

RECOMMENDED USES

Drywall
Plaster
Wood

FEATURES / BENEFITS

Good Hiding Power
Minimal Odor/Very Low Odor
Excellent Enamel Holdout
Fast Drying
Zero VOC*
Excellent Sealing Properties
Soap and Water Cleanup
Low Spatter

This product meets Green Seal's Environmental Standard, Class A, for volatile organic compounds (VOC's) and other ingredients, and also meets or exceeds LEED's criteria as defined by GS-11.

*Zero VOC is exclusive of colorant added for tinting.

LIMITATIONS OF USE

Apply when air, surface and product temperatures are above 50°F (10°C). PROTECT FROM FREEZING. Not recommended for use on floors.

While this product provides a mildew resistant coating, growth may still occur if the substrate is not properly prepared prior to painting and/or if the substrate is consistently exposed to conditions conducive to mold, mildew, and algae. Examples of these conditions include, but are not limited to, areas that are consistently damp with little to no direct sunlight.

TINTING AND BASE INFORMATION

May be tinted to approximate color of the topcoat. Use PITTSBURGH® Paints Custom Colorants and refer to THE VOICE OF COLOR® formula book for tinting instructions.

9-900 White

PRODUCT DATA

PRODUCT TYPE: VAE Latex
GLOSS: Flat: 2 to 6 (60° Gloss Meter)
VOC: 0 lbs./gal (0 g/L)
DFT: 1.4 minimum to 1.7 maximum mils
COVERAGE: 350 to 400 sq. ft./gal. (32.5 to 37.2 sq. m/3.78L)
Wet Film Thickness: 4.0 mils
Wet Microns: 101.6
Dry Film Thickness: 1.4 mils
Dry Microns: 35.6

Coverage does not include variation due to application methods, surface porosity, and/or mixing.

VOLUME SOLIDS: 36% +/- 2%
WEIGHT SOLIDS: 53% +/- 2%
VISCOSITY: 100 to 110 KU
WEIGHT/GALLON: 11.3 lbs. (5.1 kg) +/- 0.2 lbs. (91 g)
DRYING TIME: Dry time @77°F (25°C); 50% relative humidity.
To Touch: 1 hour
To Handle: 1 hour
To Recoat: 4 hours

Drying times listed may vary depending on temperature, humidity and air movement.

FLASH POINT: Over 200°F (93°C)
CLEAN UP: Warm soapy water

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GENERAL SURFACE PREPARATION

Surface to be primed must be clean, dry, smooth, and free from dirt, grease, powdery or peeling paint, and other surface contaminants. All cracks and other surface imperfections must be repaired using high quality patching compounds, then allowed to dry thoroughly. Repaired areas should be sanded smooth and then spot-primed. Slick or glossy surfaces of previously applied paint, in sound condition, must be dulled by sanding.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust or fumes. LEAD IS TOXIC. EXPOSURE TO LEAD DUST OR FUMES CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a properly fitted NIOSH-approved respirator and prevent skin contact to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the USEPA National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead. In Canada contact a regional Health Canada office. Follow these instructions to control exposure to other hazardous substances that may be released during surface preparation.

NEW PLASTER: Fresh plaster, hardcoat, skim coat, or other alkaline surfaces should be allowed to cure for at least 30 days prior to priming.

NEW WOOD: New wood should be sanded smooth and wiped clean. Any knots or resinous areas should be sealed before painting. Countersink all nails. Putty flush with surface, then prime.

PREVIOUSLY PAINTED WOOD: All excessive chalking must be removed and the surface rinsed thoroughly. Remove all loose, peeling or flaking paint by scraping or sanding. Feather back all rough edges to sound surface by sanding.

DIRECTIONS FOR USE

Stir thoroughly before using and frequently during use. Read all label and Material Safety Data Sheet (MSDS) information prior to use. MSDS are available through our website or by calling 1-800-441-9695. USE WITH ADEQUATE VENTILATION. KEEP OUT OF REACH OF CHILDREN.

Disposal: For disposal guidance of unused amount, contact your local or state government environmental regulatory agency. Do not pour down a drain or storm sewer.

Permissible temperatures during application:

Material:	50 to 90°F	10 to 32°C
Ambient:	50 to 100°F	10 to 38°C
Substrate:	50 to 100°F	10 to 38°C

APPLICATION INFORMATION

Application Equipment: Apply with a high quality brush, roller, paint pad or by spray equipment.

Airless Spray: Pressure 2000 psi, tip 0.015" - 0.021"

Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

Brush: Polyester/Nylon Brush

Roller: 3/8" - 3/4" nap roller cover

Thinning: Apply as received. If necessary, thin with a small amount of clean water.

PACKAGING

1-Gallon (3.78 L)

5-Gallon (18.9 L)

Not all products are available in all sizes.

PPGAF believes the technical data presented is currently accurate; however, no guarantee of accuracy, comprehensiveness, or performance is given or implied. Improvements in coatings technology may cause future technical data to vary from what is in this bulletin. For complete, up-to-date technical information, visit our web site or call 1-800-441-9695.



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