



# Finnaren & Haley Paints

## Technical Data

### Master Primer

SKU: 728100

Interior - Exterior 0105

#### Description

**Master Primer** represents state of the art technology in a high performance water based primer-sealer that excels in both interior and exterior applications. It has outstanding adhesion to most substrates, including wood, ferrous metal, clean galvanized metal, aluminum, masonry, and glossy surfaces. Its exceptional ability to conceal household stains, smoke damage, and cedar and redwood tannin bleeding, combined with its great hiding, means one coat of topcoat over primer is sufficient to complete most jobs. It combines fast dry and the convenience of water cleanup with outstanding application properties for use with oil based and water based topcoats.

#### Technical Data

Type	Acrylic Resin
Theoretical Coverage	586 sq.ft.per gallon per 1 dry mil
Recommended DFT per Coat	1.3-1.7 mils DFT
Gloss	Low Lustre
Weight per Gallon	10.6 lbs. ± 0.2 lbs.
Viscosity	95 - 105 KU
Solids: by Volume	36.5 ± 1%
by Weight	50.0 ± 1%
VOC	Actual 1.35 lbs. per gal (162 g/l), max allowed 1.67 lbs./gal. (200g/l)
Flash Point	None
Colors	White, A-Base
Packaging	Quarts, Gallons, 5-Gallons

#### Surface Preparation

Exterior surfaces should be thoroughly cleaned to remove contaminants including dirt, grease, chalk, and air pollution deposits, ideally, by power washing. Interior surfaces should be clean and free of contaminants including oil, wax, dust, scaling paint, loose wallpaper, glue size, and wallpaper paste.

**DRYWALL AND PLASTER:** New plaster should be allowed to cure for at least 30 days before painting. Apply a full coat of **Master Primer** before installing new vinyl wall covering.

**MASONRY AND CONCRETE** should cure for at least 30 days before painting. Old or unsound masonry surfaces, especially old cement paint, should be sandblasted to a firm surface. Remove loose or excess mortar, efflorescence, latence, and concrete form release or curing compounds.

**WOOD** left to weather without the benefit of a coating is unstable for painting. Power washing or sanding is required to remove all loose wood fibers prior to painting. Allow to dry. Seal knots and sap stains with two coats of **Master Primer**. If there is excess sap bleeding, remove with heat gun and scraping before coating. Very porous tannin bleeding wood may require two coats of **Master Primer** to completely seal the tannin stain.

**METAL:** Remove rust and scale from ferrous metal.

**PREVIOUSLY PAINTED SURFACES:** Scrape loose, scaly, peeling paint and sand the edges smooth. Badly peeling or blistering paint can be an indication of moisture entry. Locate and fix the structural defect. The paint should be completely removed before applying **Master Primer**. When priming over stained areas, try to remove as much of the stain by cleaning, sanding, scraping, etc. before priming. Certain household stains may require two coats of **Master Primer** to completely seal the stain.

**MILDEW:** If mildew is present, remove completely by sterilizing the surface with mildew remover and detergent. Rinse well and allow to dry before painting.

#### Finnaren & Haley, Inc.; Corporate Office and Manufacturing

901 Washington St., Conshohocken, PA 19428

For additional information or technical assistance please call:

1-800-843-9800 or fax to (610)825-1184



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#### Thinning

Brush or Roller Application: F&H recommends using **Master Primer** as supplied, but it can be thinned with water up to 4 fluid ounces per gallon, if desirable, and for conventional air spray. Airless Spray: Do Not Thin

#### Application

Apply by brush, roll, or airless spray. Stir with a gentle lifting motion. If rolling, apply the paint generously in an "M" shape about two feet square, then fill in with arched cross strokes finishing up and down. Keep a 'wet edge' to avoid ridging and overspreading. Cut in the edges with a synthetic brush as you proceed with rolling. Complete one wall at a time and never stop in the middle of a wall.

#### Recommended Spread Rate

Approximately 400 square feet per gallon. This may be more or less depending on the porosity of the surface.

#### Clean Up

Clean up all tools and equipment promptly with warm soapy water. Flush spray equipment with water followed by paint thinner or mineral spirits to prevent rusting.

#### Drying Time

@ 77 degrees with 50% R.H.

To Touch: 30 minutes

To Recoat: 1 hour

Cooler temperatures and higher humidity conditions will increase these drying times.

#### Special Information

Do not apply if the surface temperature is below 50°F or if condensation is present.

#### **KEEP THE PAINT FROM FREEZING!**

This paint has been formulated to be mildew resistant, but no paint can wholly prevent the growth of mildew under conditions ideal for its growth. Therefore, we assume no responsibility for mildew development.

#### Right to Know & Safety

The label complies with all applicable Right to Know laws. For information on safety hazards associated with this product, please refer to MSDS sheets.

#### Warranty

This product will perform as claimed if directions are followed. Since we cannot control conditions or methods of use, the warranty is limited to replacement or refund value of this product actually used. This warranty does not include labor or labor costs.

**STORE LOCATIONS: PHILADELPHIA:** Castor Ave (215)745-8020, Magee St (215)332-0700, Oregon Ave (215)462-8027  
**PENNSYLVANIA:** Allentown (610)821-1304, Ardmore (610)642-3223, Doylestown (267)880-1644, Drexel Hill (610)789-6141, Exton (610)363-2245, Feasterville (610)355-8282, Flourtown (215)836-7551, Folsom (610)586-0100, Lancaster (717)560-9940, Norristown (610)279-2714, Paoli (610)647-6663, Pottstown (610)326-0959, West Chester (610)692-0700, Willow Grove (215)659-7707; **NEW JERSEY:** Asbury Pk (732)775-5653, Bloomfield (973)743-1211, Cape May (609)463-0074, Cherry Hill (609)665-1138, Hamilton Square (609)588-0919, Kearny (201)991-2606, Mt. Ephraim (609)931-2745, Somers Point (609)926-7727, Turnersville (609)228-6885. **DELAWARE:** Newark (302)738-1940.