

# Bulls Eye<sup>®</sup>

## Water-Base

### Interior High-Build Primer-Sealer



Product No.

02245

02240

02241

02244

**Generic Type** – Acrylic resin water-base interior primer-sealer

#### Performance Characteristics

- Seals interior porous surfaces in one coat
- Dries fast to a dead-flat finish
- Sand easily to a powdery-smooth finish
- Bonds to glossy surfaces without scuff sanding
- Binds moderately chalky surfaces
- Dries in minutes, can be recoated in 1 hour

**Recommended Uses** – Apply to interior walls, ceilings, doors, trim, railings, and related paintable surfaces. Bulls-Eye Water-Base bonds to gloss enamels and clear finishes, hardboard, glass and tile. Provides flash rust resistance in its 'wet state' when coating iron railings, steel frames, piping, etc. Seals porous surfaces including drywall and masonry. Resists grain raise on new woods and sands easily to a powder in just one hour making it a great enamel undercoater. Bulls Eye Water-Base is an ideal fast dry universal base coat for full-surface interior applications by brush, roller or airless spray.

- All-surface primer-sealer – A single coat of high build Bulls Eye Water-Base is usually all that is needed to hide dark colors and seal porous surfaces in preparation for the finish coat. Tint the primer toward the topcoat for better consistency in color and sheen while sealing the surface will extend topcoat coverage.
- New wood sealer – In addition to great hide and sealing, Bulls Eye Water-Base resists grain raise on new wood and sands easily to a powder in just on hour for glassy smooth finishes, making it a great enamel undercoat.
- Flash Rust Resistant – Resists flash rusting in its 'wet state' when applied to ferrous metals to prevent rust from forming and bleeding through the topcoat.
- Glossy Surfaces – Adheres to glossy enamel paints and clear finishes, Formica<sup>®</sup>, Masonite<sup>®</sup>, PVC, fiberglass, vinyl – even ceramic tile – without pre-sanding or surface de-glossing.

#### Application Data

**Surface Preparation** - Surfaces should be clean, dry, sound and free of dust, dirt, excessive chalky material, grime, grease, oil, wax, mildew, wallpaper adhesive or any contamination that may interfere with adhesion. If unsure, always wash surface with a household ammonia and water solution, appropriate cleaning solution, or solvent (Do not use TSP as a cleaner). Remove any unsoundly adhered coatings. Sand any remaining paint film edges smooth with the surface. Remove existing stains by washing, sanding, scraping, etc. Countersink exposed nailheads and fill all nailholes and gouges with Ready Patch<sup>®</sup>.

Remove interior mold and mildew before painting with a solution of one cup household bleach per gallon of water or a quality biocidal wash. Rinse well. Always wear protective clothing and goggles to prevent eye and skin contact with bleach. Do not mix ammonia or any other chemical with bleach solution. If you are concerned about mold and mildew behind walls, underneath flooring, in ventilation systems or other unseen areas, contact a professional who specializes in mold and mildew remediation. For commercial buildings and schools follow appropriate guidelines for mold removal. Remove rust and wipe metal with a cloth dampened in alcohol then apply a rust-inhibitive primer. Spot prime knots and sap streaks with Zinsser B-I-N<sup>®</sup> Primer-Sealer before priming full surface with Bulls Eye Water-Base. **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 a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead)

**Application Conditions** – Apply when air and surface temperature is between 50° and 90° F (10° and 32° C) and relative humidity is less than 70%. Substrate moisture content should not exceed 12%.

**Application Methods** – Shake or stir before using. In most cases only one coat is necessary to prime most surfaces. If excessive absorption occurs over very porous substrates a second coat may be necessary. Spot priming is recommended only under high-hiding topcoat paints. For best results prime entire surface before painting. Keep container closed when not in use.

- Brush, Roller or Pad – Use synthetic (nylon, polyester or blend)
- Airless Sprayer – .015 – 0.17” tip @ 2500 to 2700 PSI
- Conventional Sprayer – Spray at 50 – 60 PSI

**Tinting** – Add up to 2 oz. (59 ml) universal colorant per gallon. Tinting the primer toward the color of the topcoat helps it hide in one coat. For mid or deep-tone colors use Bulls Eye 1-2-3 DEEP TINT. (Note that the addition of universal colorant may prolong the dry time of this product)

**Thinning** – If thinning is necessary add no more than 10 fl. oz. (296 ml) clean water per gallon and stir thoroughly. Note that thinning the primer may affect its stain-blocking properties.

**Dry Time** – In most cases Bulls Eye Water-Base will dry to the touch in 30 minutes and can be recoated after 1 hour. The dry primer film develops full adhesion after it cures in 7 days. Lower temperatures, higher humidity and the addition of tint will prolong dry and cure time.

**Coverage** – Approx. 400 sq. ft. (37 m<sup>2</sup>) per gallon on smooth, painted, non-porous surfaces; 300 sq. ft. (28 m<sup>2</sup>) per gallon on rough, unpainted, porous surfaces. Application losses may vary according to the porosity of the substrate and the method of application and should be taken into account when estimating the quantity of product needed.

**Cleanup** – Clean up spills and drips with liquid detergent and warm water. If spills or drips have dried use denatured alcohol or ammoniated detergent to soften and remove primer. Wash application tools in a solution of detergent and water immediately after use. If dried on tools let soak overnight in a solution of equal parts ammoniated detergent and water. Scrub bristles clean with a wire brush. Follow manufacturer’s instructions when cleaning spray equipment.

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

#### **Precautions**

Keep away from children. Do not take internally. Avoid inhalation of spray or prolonged skin contact. To prevent product from skinning over close container after each use. Keep lid tightly closed during storage. Protect from freezing. If contents freeze, thaw to room temperature before using.

**Warranty** – Bulls Eye Water-Base 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 warranties and guarantees are limited to refund or replacement of product used with proof of purchase. No other warranty or guarantee is expressed or implied.

## Typical Physical Properties

**Percent Solids, Weight:** 56.0%

**Percent Solids, Volume:** 38.0%

**Density:**  
11.6 lb. (5.22 kg)/gal

**Viscosity Range:**  
90 – 95 KU

### Theoretical Spread Rate

**@ 1 mill DFT:**  
540 sq. ft (50 m<sup>2</sup>)/gal

**Dry Time @ 75° F/50% RH:** Touch: 35 min

Recoat: 1 hour

**Stain Sealing @ 75° F/50% RH:** 2 hours  
24 hrs over cedar

**Adhesion Cure @ 75° F/50% RH:** 5 – 7 days

**Cured Gloss @ 60°:**  
<3% (flat)

**Cured Enamel Holdout:** <5%  
change on high

This product meets **LEED** 4.2 requirements and Master Painters Institute (**MPI**) specification #17, 39, and 50.

### Packaging

Unit Size	Unit Code	Case Pack	Case Weight	Pallet Pack
5 gallon	02240	1	59 lbs.	36 ea.
1 gallon	02241	4	47 lbs.	45 cs.
1 quart	02244	6	18 lbs.	112 cs.

Read and carefully follow all information on this Technical Data Bulletin, on the product label and the material safety data sheet for this product. To the best of our knowledge, the data contained herein are true and accurate at the date of issuance and are subject to change without prior notice. User must contact Rust-Oleum to verify correctness before specifying or ordering. No guarantee of accuracy is given or implied. We guarantee our products to conform to Rust-Oleum's quality control and assume no responsibility for coverage, performance or injuries from use. Visit Zinsser.com for our most up-to-date technical data bulletins.

**Rust-Oleum Corporation, 11 Hawthorn Parkway, Vernon Hills, IL 60061**  
**An RPM Company**  
**Phone: 847•367•7700**  
**www.rustoleum.com**