



**BULLS-EYE 1-2-3® ALL PURPOSE WATER-BASED PRIMER SEALER**

**DESCRIPTION AND USES**

Zinsser® Bulls Eye 1-2-3® is a high performance, universal water-based undercoat primer-sealer/stain blocker/bond coat that combines fast dry convenience with excellent adhesion and stain blocking power. Use Bulls Eye 1-2-3 for interior and exterior walls, doors, trim, paneling, siding, window frames and shutters or on any surface where a fast-drying, high hiding, high-adhesion primer is needed. This all-purpose water-based undercoat primer-sealer can be used over or under any oil-based or water-based paint and is ideal for new construction and remodeling.

**PERFORMANCE CHARACTERISTICS**

- Interior & exterior use
- High hiding
- Rust inhibitive
- Use with all paints
- Recoat in 1 hour
- Soap & water clean-up

**PRODUCTS**

SKU	DESCRIPTION (White)
76404	1 Litre
76401	3.78 Litres
76405	10 Litres

**PRODUCT APPLICATION**

**READ ALL INSTRUCTIONS CAREFULLY BEFORE STARTING PROJECT**

**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. Remove any unsoundly adhered coatings. Sand any remaining paint film edges smooth with the surface. Lightly sand exposed exterior wood with 80 to 100 grit sandpaper to remove loose or weathered wood fibres. When priming over stained areas, first attempt to remove as much of the stain as possible by washing, sanding, scraping, etc. Kill exterior mould with proper fungicidal wash. Remove interior mould with an interior mould cleaner. Countersink exposed nail heads, spot-prime and fill all nail holes and gouges with spackling compound. Wire brush rusty areas. Galvanised steel should be cleaned thoroughly with solvent or allowed to weather until any trace oils or other contaminants are removed. Spot prime knots and sap streaks with B-I-N® Primer-Sealer. Special precautions should be taken during surface preparation of pre-1960 paint surfaces as they may contain harmful lead. Avoid the inhalation of dust. Wear a suitable face mask if dry sanding.

**PRODUCT APPLICATION (cont.)**

**PRIMING INTERIORS**

Use Bulls-Eye 1-2-3 to prime drywall, cured plaster, cement, poured concrete and stucco, concrete block, wood and metal doors, windows, paneling and trim, aluminium and galvanised metal, PVC and other interior surfaces.

**PRIMING EXTERIORS**

Use to prime siding, soffits, fascia, trim, doors, windows, gutters and downspouts. Recommended for all types of wood (including pine, fir, cedar, redwood, plywood and pressure treated wood), hardboard, metal (including aluminium, steel and galvanised metal), PVC, fibreglass, masonry (including stucco, concrete block, poured concrete and brick).

**SEALING**

Bulls Eye 1-2-3 seals unpainted or porous surfaces so topcoat paints have better coverage. It is ideal for wood, new cured plaster, concrete and concrete block, stucco, drywall, joint compound and other porous surfaces. Because of its slight sheen and excellent enamel holdout, Bulls Eye 1-2-3 is an ideal base coat for any type of faux or decorative paint finish. Note that very porous surfaces may require two coats and may reduce square metre coverage.

**STAIN BLOCKING**

One coat of Bulls Eye 1-2-3 will effectively block stains including crayon, graffiti, greasy spots, hand marks, asphalt and minor rust stains so they will not bleed into the topcoat. Some stains may require a second coat.

**CEDAR & REDWOOD BLEED**

Bulls Eye 1-2-3 is formulated to contain tannin bleed in the primer film, preventing it from appearing in the finish coat. For best results when priming cedar and redwood, allow Bulls Eye 1-2-3 to dry overnight or longer before applying topcoat paint. Very porous woods (rough siding or shingles) may require two coats of undercoat before topcoating.

**RUST INHIBITIVE**

Bulls Eye 1-2-3 dries to a tight, water resistant film that inhibits development of rust on clean and new metal surfaces.



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### PRODUCT APPLICATION (cont.)

#### CHALKY SIDING

Bulls Eye 1-2-3 contains chalk-binding resins so it can be used on moderately chalked aluminium or previously painted siding and trim.

#### HIGH pH RESISTANCE

Bulls Eye 1-2-3 can be applied to high pH surfaces (up to 12.5). Great for concrete, stucco, plaster and fast setting joint/texture compounds.

#### APPLICATION

Apply only when air, material, and surface temperatures are between 10° and 32°C and the relative humidity is below 85%. Thoroughly mix to ensure any settled pigment is re-dispersed before using. Apply using a synthetic bristle brush, roller, pad or sprayer. Follow manufacturer's instructions when using spray equipment.

#### THINNING

If thinning is necessary, add no more than 78 mL of clean water per litre and apply a second coat of undercoat. Note that thinning the primer may affect its stain-blocking properties.

#### TINTING

Bulls-Eye 1-2-3 can be tinted with up to 16 mL of universal colourant per litre. Tinting the undercoat toward the colour of the topcoat helps it hide in one coat. Shake or stir well before using.

#### COVERAGE

Bulls-Eye 1-2-3 will cover approximately 10 m<sup>2</sup> per litre. Coverage may vary with application method and surface porosity.

#### DRY TIME

At normal temperatures, Bulls Eye 1-2-3 will dry to the touch in 30 minutes and can be recoated in 1 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 develops in 7 days.

### PRODUCT APPLICATION (cont.)

#### CLEAN UP

Clean application tools with warm water and liquid detergent or household cleaner. Work solution into bristles/nap and rinse well. Follow equipment manufacturer's directions to clean spray equipment. If Bulls Eye 1-2-3 dries, use a heavy-duty household cleaner; rinse with water. Do not empty into drains or watercourses.

#### LIMITATIONS

Not recommended for application to floors or decks or to surfaces subject to immersion or prolonged contact with water.



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WATER-BASED PRIMER SEALER**

**PHYSICAL PROPERTIES**

		<b>BULLS-EYE 1-2-3 ALL PURPOSE WATER-BASED PRIMER SEALER</b>
<b>Resin Type</b>		Styrene Acrylic Copolymer
<b>Pigment Type</b>		Titanium Dioxide, Calcium Carbonate, Talc
<b>Solvents</b>		Water, Glycol Ethers
<b>Weight</b>	<b>Per Litre</b>	1.3 kg
	<b>Per Gallon</b>	10.8 lbs.
<b>Solids</b>	<b>By Weight</b>	51.9%
	<b>By Volume</b>	38.1%
<b>Volatile Organic Compounds</b>		<100 g/l (0.83 lbs./gal.)
<b>Recommended Dry Film Thickness (DFT) per Coat</b>		25-37.5µ (1.0-1.5 mils)
<b>Wet Film to Achieve DFT (Unthinned material)</b>		62.5-100µ (2.5-4.0 mils)
<b>Theoretical Coverage at 25µ (1 mil) DFT</b>		15.0 m <sup>2</sup> /Litre (611 sq.ft./gal.)
<b>Practical Coverage at Recommended DFT (assume 15% material loss)</b>		Approximately 9.8-11 m <sup>2</sup> /Litre depending on application method and surface porosity
<b>Dry Times at 21-27°C (70-80°F) and 50% Relative Humidity</b>	<b>Touch</b>	30 minutes
	<b>Recoat</b>	1 hour
	<b>Full Hardness</b>	7 days
<b>Shelf Life</b>		5 years
<b>Flash Point</b>		93°C (200°F)
<b>Storage</b>		4-32°C (40-90°F)
<b>Safety Information</b>		For additional information, see SDS

Calculated values are shown and may vary from the actual manufactured material.

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