

300 HOUSE PAINT PRIMER

100% Acrylic Exterior with Microban® Antimicrobial Product Protection

DESCRIPTION: A 100% acrylic house paint primer that dries to a durable flat finish. This product is designed to give excellent holdout on porous wood surfaces, as well as providing excellent adhesion to many surfaces. It is peel and blister resistant, and adheres to lightly chalked surfaces. When used in conjunction with two acrylic topcoats, this product becomes part of a breathable, durable system which will provide years of service.

USES: Use on properly prepared exterior surfaces of wood, masonite, brick, masonry, stucco, aged aluminum siding, asbestos shingles, and aged galvanized metal.



This product contains built-in Microban® antimicrobial protection. Microban protection is a broad-spectrum antimicrobial which has bacteriostatic and fungistatic properties. Microban protection inhibits the growth of odor and stain causing bacteria, mold and mildew on the dried paint film. Microban additives are registered and in compliance with the EPA for use in paint and engineered to last the useful life of the paint film by guarding against discoloration and degradation caused by microorganisms. The Microban additive used does not contain triclosan. This product does not protect users or others against food-borne or disease-causing bacteria, and does not take the place of normal cleaning and disinfecting procedures. Built-in Microban protection is introduced into the molecular structure of the paint film and is designed to neither wear out nor wash away.

Microban® is a registered trademark of Microban Products Company. For more information, visit www.microban.com.

VEHICLE TYPE:	100% Acrylic Resin
SHEEN:	Flat
SPREAD RATE:	350-450 square feet per gallon on smooth surfaces
DRYING TIME @ 75°F:	To touch: 1 hour To recoat: 4 hours Full cure: 30 days
THINNER:	If necessary, thin sparingly with small amounts of water.
APPLICATION:	Stir thoroughly before using. Application may be by brush, roller or spray. Most types of spray equipment are acceptable for spray application. Always wear a respirator when spraying and protect yourself and your surroundings from spray mist.
LIMITATIONS:	Avoid use in direct sunlight on a hot day. Do not apply when temperature is below 50°F. Do not paint in late afternoon or when there is danger of rain or moisture condensing on the wet film. Do not use in high temperature (160°F) service. For exterior use only.
COLOR:	White, may be tinted up to 2 oz. of colorant.
CLEAN UP:	Clean up with soap and warm water while primer is still wet. This primer is almost impossible to remove when dry.
AVAILABILITY:	5-gallon, gallon and quart containers
% SOLIDS BY VOLUME:	40.0% ± 2%
% SOLIDS BY WEIGHT:	52.0% ± 2%
V. O. C.:	115 grams/liter or .96 lbs./gal.

Product Data (pg. 2)

#300 Primer



SURFACE PREPARATION - GENERAL PRACTICE

For proper adhesion, surface should be clean, dry, non-greasy and properly primed. Remove mildew, dirt, surface contamination, loose and scaling paint, efflorescence, loose surface particles, water soluble stains and rust before painting. Allow all recommended primers to thoroughly dry before applying one or two coats of finish paint.

In the recommendations below, certain steps must be taken to prepare surfaces for painting independent of the substrate. Therefore, the following steps must be taken to assure a quality paint job:

REMOVAL OF MILDEW -- Remove mildew with a commercially prepared solution or use: 5 oz. (2/3 cup) Trisodium Phosphate (TSP), 3 oz. (1/3 cup) detergent, 1 qt. household bleach and 3 qts. warm water which will make a little over one gallon.

SEALING KNOTS AND STAINS WHICH MAY BLEED THROUGH PAINT FILM -- Spot prime knots or stained areas with 3077 ProMax Alkyd Uniblox Universal Primer or 5088 ProMax "Eco-Green" Acrylic Uniblox Bonding Primer and let dry. Then prime entire surface with appropriate primer. Woods subject to tannin bleedthrough (cedar, redwood, etc.) should be primed entirely with 3077 or 5088. If stains show through the primer coat, these areas should be primed again before finishing.

REMOVAL OF CONTAMINANTS -- All contaminants, such as grease, oil, dirt, etc., which would interfere with either the adhesion or aesthetic appeal of the finish should be removed.

SURFACE PREPARATION AND PRIMING

WOOD AND MASONITE -- Repair construction defects and countersink all nails. Prime all new wood and bare areas with 300 100% Acrylic House Paint Primer with Microban®. Allow primer to thoroughly dry (at least 4 hours at 75°F). Fill nail holes and apply one or two finish coats of paint as necessary.

PREVIOUSLY PAINTED SURFACES -- This product will adhere to surfaces previously painted with oil-based or acrylic paints. Clean surface thoroughly to remove any dirt and contamination. Rinse thoroughly. Dull glossy surfaces with light sanding. Spot prime any bare areas with appropriate primer. Apply one or two finish coats.

BRICK, MASONRY AND STUCCO -- Remove all efflorescence. Remove all form oils and curing compounds with acid etching or sandblasting. Chalked surfaces should be cleaned vigorously and rinsed with water. Prime all bare surfaces with 300 100% Acrylic House Paint Primer with Microban®.

CONCRETE BLOCK -- Fill construction defects with spackling. After removing all loose surface particles, fill porous block with 1051 Premium Block Filler.

AGED ALUMINUM SIDING AND AGED GALVANIZED METAL -- Remove grease and oil with an appropriate solvent. Well weathered surfaces should be primed with 300 100% Acrylic House Paint Primer with Microban®.

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. Carefully clean up 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.

CAUTION!

Do not take internally.

Close container after each use.

PROTECT FROM FREEZING!

**KEEP OUT OF REACH
OF CHILDREN!**

LIMITED WARRANTY

DAVIS-FROST, INC. warrants this product will perform satisfactorily when applied over properly prepared surfaces in accordance with label directions; product failure due to deterioration of the underlying surface or failure of previous products is excluded. If the product fails to perform to your satisfaction, return any unused portion to the store with proof-of-purchase and you will receive, as your sole remedy under this warranty, your choice of additional product of equal value or a full refund. THIS WARRANTY EXCLUDES LABOR OR THE COST OF LABOR FOR THE APPLICATION OF ANY PRODUCT AND EXCLUDES ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitations or exclusions may not apply to you. This warranty gives you specific rights, and you may also have other rights which vary from state to state.

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