MODERN MASTERS® METAL EFFECTS® PRIMER

DESCRIPTION AND USES

Modern Masters® Metal Effects® Primer is a unique water-based acrylic primer. Unlike other primers, it is specially formulated to block Metal Effects Patina Aging Solutions and Activators from reaching the metal, wood, or reactive substrate. This helps prevent the formation of rust or other oxidation products from forming under the paint film. Metal Effects Primer will also block out alkali salts, tannins, acid salts, or other unwanted contaminates from 'bleeding through' to the Metal Effects Oxidizing Metallic Paint film and causing adverse reactions and unwanted color changes in the oxidized finish.

Popular applications range from full interior and exterior walls, moldings, trim, columns, doors, railings, to lamps, vases, and planters.

Some metal surfaces, such as bare aluminum, galvanized metal, or rusted or slag metals, will need a specialty primer from our compatible primer list, applied prior to the application of Metal Effects Primer. If this is the case, read the specific information for the recommended primer prior to beginning your project.

PRODUCTS

4 Oz.	16 Oz.	GALLON	DESCRIPTION
AM20304	AM20316	AM203GAL	Metal Effects Primer

Note: Lower temperature and higher humidity will lengthen the dry and cure times of primers

COMPATIBLE PRIMERS

METAL SUBSTRATES

Universal Acrylic Primer
Substrates: galvanized metal

X-I-M® UMA®
Substrates: aluminum metals, copper piping, window and door mullions

Rust-Oleum® ROCPrime® Water Based Hybrid 1K Epoxy Primer
Substrates: rusting metal, slag steel

PRODUCT APPLICATION

SURFACE PREPARATION

ALL SURFACES: Remove all loose, peeling paint. Patch and repair any surface imperfections before using the Metal Effects Primer. All surfaces should be sound, clean, and free of oil, grease, wax, and other contaminants, and completely dry prior to priming. Surfaces previously primed require light sanding. Scuff sand any glossy surfaces. If unsure of the substrate, test a sample area to ensure the desired results.

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.

APPLICATION

Modern Masters Metal Effects Primer can be brushed, rolled, or spray applied (See specific equipment requirements under Spraying). Always test the product in a small, inconspicuous area before beginning a project. The primer should be mixed thoroughly before using. Apply a minimum of two coats. Wait at least 12 hours before applying Metal Effects Oxidizing Paints.

Do not apply in temperatures below 55°F/13°C or above 95°F/35°C.

BRUSHING: Use a high-quality brush recommended for water base primer.

ROLLING: To roll Metal Effects Primer use a high quality 3/8" nap roller.

SPRAY: The Metal Effects Primer can be spray applied using airless spray equipment or HVLP.

Caution: Protect surrounding surfaces from over spray. Over spray can be wet or dry depending on height of work, weather, environmental conditions, and application equipment. Wet over spray can adhere to unwanted surfaces. Dry over spray may be removed by wiping or washing. Always clean dry over spray from hot surfaces before fusing occurs as surface temperatures can be higher than the air temperature.

Taping: Use high quality, low-tack tape when taping over surfaces that have been previously painted.

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PRODUCT APPLICATION (cont.)

DRY TIMES

Recoat time is approximately 30 minutes. Dry-to-touch time is approximately 1 hour. Requires a minimum of 2 coats. Can be top coated with Modern Masters Metal Effects Finishes after 12 hours. (Drying times were recorded at 70°F and 50%RH.)

Note: Lower temperature and/or higher humidity will lengthen the dry and cure times.

CLEAN UP

Clean brushes, rollers, tool, and equipment with soap and warm water immediately after use. Promptly wipe up spills and splatters with a damp cloth.

PRODUCT APPLICATION (cont.)

HANDLING & STORAGE

Close all containers tightly when not in use. Store in a cool dry place away from direct sunlight. Do not freeze. If Metal Effects Primer becomes frozen, allow the paint to completely thaw and come to room temperature before use. Stir thoroughly before use.

DISPOSAL

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

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PHYSICAL PROPERTIES

		METAL EFFECTS PRIMER
Resin Type		Water-Based Acrylic
Pigment Type		Iron oxide, fumed silica, calcium carbonate, talc
Solvents		Water, Glycol Ethers
Weight	**Per Gallon**	10.41 lbs.
	Per Liter	1.25 kg
Solids	**By Weight**	54.45 %
	By Volume	42.90 %
Volatile Organic Compounds		<100 g/l
Recommended Dry Film Thickness (DFT) per Coat		1.5 mils
Wet Film to Achieve DFT (Unthinned material)		3.5 mils
Practical Coverage at Recommended DFT (assume 15% material loss)		400 sq.ft./gal.
Dry Times at 77°F (25ºC) and 50% Relative Humidity	**Touch**	1 hour
	Handle	2 hours
	Recoat	30 minutes
	Full Cure	12 hours
Shelf Life		5 years
Flash Point		200°F
Safety Information		For additional information, see SDS

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

The technical data and suggestions for use contained herein are correct to the best of our knowledge, and offered in good faith. The statements of this literature do not constitute a warranty, express, or implied, as to the performance of these products. As conditions and use of our materials are beyond our control, we can guarantee these products only to conform to our standards of quality, and our liability, if any, will be limited to replacement of defective materials. All technical information is subject to change without notice.

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