



PRODUCT INFORMATION

BULLS EYE 1-2-3 WATER-BASED PRIMER-SEALER

WM. ZINSSER & CO., INC., 173 Belmont Drive, Somerset, NJ 08875 <http://www.zinsser.com> An RPM Company

- A truly universal water-based primer-sealer for all interior and exterior surfaces
- Binds chalky siding without washing; Adheres to glossy walls and trim without sanding
- high hiding white covers dark colors; seals cedar and redwood bleed, other stains
- recoat in one hour; clean up in soap and water

Description

Bulls Eye 123 is a fast-drying, white-pigmented acrylic latex (water-thinnable) undercoater. It is formulated for use on all types of exterior and interior surfaces - previously painted or new wood work. Any oil or latex finish paint can be applied over it. Professionals and consumers alike will find Bulls Eye 123 to be a regular problem solver. The unique formulation combines fast dry, low odor and easy clean up properties with outstanding performance.

Bulls Eye 123 has a low flame spread and smoke generation properties. This makes it particularly valuable in many institutional, commercial and industrial applications. The undercoater performs three functions:

- 1. Primes.** The resin combination in BullsEye 123 promotes adhesion to all surfaces. BullsEye 123 even adheres to gloss enamels, hardboard, glass, metal gutters, and downspouts. Moderately chalked (weathered) siding and gloss trim need no surface bonding additives or sanding for proper adhesion. Prevents flash rusting of nailheads, iron railings, piping, etc.
- 2. Seals.** Fills and binds fibers in porous surfaces such as sheetrock, spackled areas, cured plaster, wood, plywood, cured masonry. Provides excellent enamel holdout for superior topcoating. An excellent sealer for walls prior to hanging wallcoverings.
- 3. Kills stains.** blocks out most stains - graffiti, water, grease, rust, smoke, redwood, creosote and asphalt stains- so that they do not bleed through the top coat and ruin the job. Some stains may require a second coat. (Limitation: not recommended for fire damage, use Zinsser B-I-N instead.) Spot priming is recommended only under high-hiding paints; primed spots may flash through paints with little hiding strength e.g., many ceiling paints.

Color

Available only in white

Tinting

May be tinted with most "universal" tinting colors up to 4 fluid ounces per gallon BullsEye 123. If tinting color increases viscosity markedly, stir in up to 4 ozs. water. Tinting helps topcoat cover in one coat.

Uses

BullsEye 123 is recommended for all types of exterior and interior surfaces with the exception of heavily smoke- or fire-damaged areas where B-I-N Primer sealer should be used.

For specific use details, see below.

Thinning

BullsEye 123 is designed to be used as is. Over thinning may reduce stain killing properties. If thinning is necessary, use only water and no more than 10% by volume.

Surface preparation

Surfaces must be clean, dry and free of scaling paint, loose wallpaper and wallpaper paste. Remove any wax with mineral spirits. If surface is extremely dirty or chalky, wash with stiff brush and water. Test all old painted or varnished surfaces for adhesion by making an X with a razor knife and placing a section of scotch® tape over, pressing down with thumb. After 30 seconds, yank the tape off (do not pull, but yank the tape). If old paint or

varnish comes off on the tape, the paint should be removed. Never paint over any painted surface that fails this test.

Fill cracks and nail holes with patching compound; sand smooth when dry. Sand all new wood with fine sand paper and remove dust. Rusty surfaces have only to be wire brushed lightly to remove scaly matter.

Application methods

BullsEye 1-2-3 may be applied by applicator, brush, roller or sprayer. When brushing, use a good quality synthetic bristle brush, flow product on and brush out. For rolling use a short nap roller.

If using airless sprayer, do not thin. Use 0.015-0.017 tip. If using conventional air sprayer, thin with about 10% tap water, spray at 50-60 psi. Can be applied over damp surfaces. Do not apply below 50°F.

Drying time

Low temperature, high humidity and poor ventilation increase drying time. If conditions do not permit prompt drying, many stains will not be properly sealed in one coat.

Coverage

On porous surfaces, about 400 sq. ft. per gallon. On non porous surfaces, about 450 sq. ft. per gallon.

Cleaning equipment

Brushes and rollers should be cleaned immediately after use with soap and water. Wipe up spatters before they dry. If Bulls Eye 123 dries before you can clean up, use a heavy-duty ammoniated household cleaner and rinse with water.

Specific Exterior Uses

BullsEye 123's properties make it the ideal exterior primer-sealer, outperforming oil-based primers, the traditional choice for such applications. Its acrylic polymer formulation has exceptional adhesion, penetrating porous wood and forming a coat that not only "breathes", but remains permanently flexible. Oil primers, in contrast, form impermeable films that become brittle with age.

BullsEye 123's breathable film lets interior house moisture escape, minimizing exterior paint blistering and peeling. Flaking and cracking on soft, dimensionally unstable wood is less likely too, because BullsEye 123 flexes with the wood as it expands and contracts with temperature changes.

Siding and trim

BullsEye 123 has outstanding adhesion to chalky surfaces such as weathered siding and trim. Moderately chalked aluminum or wood siding need not be washed before painting. In addition, it primes gloss enameled painted surfaces without the need for sanding or deglossing agents or bonding additives.

On new work, it seals and binds wood fibers and helps block out knots, sappy streaks, and tannin stains. Knots in new wood may require spot priming with B-I-N before whole surface priming with 1-2-3. New green pine requires spot priming of knots with 4lb. BullsEye Amber Shellac.

Since the film is both vapor permeable and flexible, it resists peeling, cracking and flaking that occur with non-permeable, brittle primers. The end result is a longer paint life and customer satisfaction.

Cedar and Redwood BullsEye 1-2-3 is formulated to resist redwood and cedar bleed through. On new wood work, the boards or shakes should be back primed before installation. This prevents tannin on the reverse side of one board from staining the surface the board underneath it should water get

behind the siding or shingle. Board ends should also be sealed with 1-2-3. The primer coat may discolor but it holds the stain so it won't bleed into the topcoat. Allow overnight drying for best results. An oil based topcoat will keep stains from reappearing with time. Very porous woods may require two coats.

Gutters, Downspouts, Vents. BullsEye 123 is ideal for priming new or previously painted gutters, downspouts and other metal surfaces.

Nail heads. With BullsEye 123, the painter can cover nail heads at the same time he prime coats the siding and trim. BullsEye 123 primes the metal and prevents flash rusting before the topcoat goes on.

Window trim BullsEye 123's excellent adhesion to gloss paint makes it ideal for repainting window sash and trim. It also seals raw wood sash prior to glazing so oil in putty or water in latex glazing compounds isn't absorbed in the wood, causing premature drying out and cracking of the glazing compound. And because it combines flexibility with unusual adhesion, it is an excellent primer when painting puttied areas.

Iron Railings, Decorative Metalwork. BullsEye 1-2-3 is a good primer for ironwork of all kinds. Scaly matter should first be removed by light wire brushing. It adheres tenaciously and prevents flash rusting before the topcoat is applied. Existing rusty surfaces will not bleed through the topcoat, but the topcoat should be applied promptly to prevent future rust development.

Masonry, BullsEye 123 seals the pores in cinder block and concrete, preventing suction of the finish coat into the surface and affording uniform holdout. Less finish paint will be needed on the properly sealed surface. Mortar and concrete must be fully cured. Since BullsEye 123 is a latex, it can be applied to damp surfaces.

Specific Interior Uses

Previously painted surfaces. BullsEye 123 covers stains on old finishes and adheres firmly to high gloss enamels without sanding or use of deglossing agents. It dries to a clean, smooth surface ready to be topcoated in one hour.

Drywall. BullsEye 123 seals gypsum wallboard (sheetrock) effectively, insures uniform holdout of the finish coat on the facing paper as well as on taped joints and spackled areas.

New Wood and Plywood BullsEye 123 seals the wood for uniform holdout and seals in knots and sappy streaks. There is little or no grain raising.

Hard Wallboard and particle board. The resin base of BullsEye 123 provides exceptional adhesion to these dense materials, forming a perfect prime coat for any latex or oil based finish coats.

Metal and Glass. BullsEye 123 adheres firmly to such hard non-porous surfaces as metal ductwork, factory enameled cabinets, pipes and ornamental pieces; glass windows and mirrors.

Packaging

Size	Pack	Case Wt.	Case Dimensions	Cu. In.	Cu. Ft.
5 Gal(19 l)	1	57 lbs	14"x12"x12"	2016	1.17
1 gal(3.8 l)	4	47 lbs	7-1/2"x13-3/8"x13-3/8"	1342	0.78
Qt. (0.95 l)	6	18 lbs	4-7/8"x8-1/2"x12-3/4"	528	0.31

Weight per gallon: 10.9 lbs.

Ceramic Tile, Embossed Decorative Metal. BullsEye 123 adheres firmly to these glossy surfaces. In painting bathroom or kitchen tiles, all tiles must be cleaned thoroughly with ammonia and water or another cleanser to remove soapy and greasy films. Allow to dry completely before priming. Make sure BullsEye 123 is totally dry; then topcoat with an oil-base paint.

Flexible surfaces. Few primers have enough "flex" to be used on resilient surfaces without cracking and peeling. Since BullsEye 123 dries to a flexible film, it can be used on vinyl and other flexible surfaces commonly found in hospitals and other institutional buildings.

New Plaster. BullsEye 123 effectively seals off porous plaster walls, permitting in many cases the use of only one finish coat. Tinting to the approximate shade of finish coat is recommended. Apply over new plaster only after it is thoroughly cured. Industry practice is to wait at least 90 days before painting. Even then, it is wise to have the plasterer confirm that the surface is ready to paint.

WallCoverings. BullsEye 123 provides an excellent base for wallcovering any surface. In addition to adhering firmly, it hides colors and patterns of existing wallcoverings. No sizing is required.

Unfinished Furniture BullsEye 123 is an excellent first coat for unfinished furniture that is to be painted. Good practice is first to remove any protective wax coating with a commercial wax remover. Sand with fine sandpaper to remove roughness. Remove dust with tack cloth. Apply one coat of BullsEye 123. Allow to dry one hour. Sand lightly and remove dust. Then apply the finish coat.

Food Establishments BullsEye 123 has been accepted by the US Department of Agriculture as a coating for application to structural surfaces or surfaces where there is a possibility of incidental food contact in official establishments operating under the Federal Meat and Poultry Products Inspection Program. Granting authorization for its use in a specific plant is the responsibility of the inspector in charge of the unit. Clearance must be obtained from the Equipment Group, Technical Service Staff of the Meat and Poultry Inspection Program, Washington DC 20250.

Pertinent Government Requirements

Product conforms to all Air Pollution Control District regulations.

Product contains less than 0.001% lead; contains no asbestos.

Carb Rating 100 grams/liter VOC

ASTM E84-81A Test Results:

Flame Spread Index 0

Fuel Contribution Value 0

Smoke Development Value 5