PRODUCT INFORMATION

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

ZINSSER
QUALITY SINCE 1849

WM. ZINSSER & CO., INC., 173 Belmont Drive, Somerset, NJ 08875  http://www.zinsser.com

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 to occur, 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.


Since the film is both vapor permeable and flexible, it resists peeling, cracking and flaking that occur with non-permeable, brittle primers. The 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...
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 holdout. Less finish paint will be needed on the properly sealed surface. Preventing suction of the finish coat into the surface and affording uniform holdout of the finish coat on the facing paper as well as on taped joints and spackled areas.

### 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

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<tr>
<td>5 Gal (19 l)</td>
<td>1</td>
<td>57 lbs</td>
<td>14”x12”x12”</td>
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<td>1 gal (3.8 l)</td>
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<td>Qt. (0.95 l)</td>
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<td>18 lbs</td>
<td>4-7/8”x8-1/2”x12-3/4”</td>
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Weight per gallon: 10.9 lbs.