



Technical Data Bulletin

ZINSSER Co. Inc. Somerset NJ 08875 An **RPM** Company

SHIELDZ[®] PLUS Mildew-Proof* Commercial Wallcovering Primer

- * This product contains a mildewcide that prevents growth of mildew on the primer film only.

ZINSSER offers a 5-Year Wallcovering Satisfaction Guarantee when **SHIELDZ[®] PLUS** Primer and **SURE-GRIP[®] PLUS** Adhesive are used according to The ZINSSER[®] PLUS Commercial Wallcovering Specification. (See Warranty Section for details)

Description:

Acrylic water-base wallcovering primer/sealer

Performance Characteristics:

- Ideal in humid, mildew-prone regions
- Prevents unsightly loose and curling edges
- Top resistance to rewetting for demanding commercial applications
- Prepares all surfaces for all types of wallcovering
- Superior high hiding formula, low odor

Recommended Uses: **SHIELDZ[®] PLUS** is a great all-purpose wallcovering primer/sealer and can be applied in only one coat in areas free of existing mildew with excellent results. To obtain three year Mildew-Proof Guarantee, two coats must be applied.

SHIELDZ[®] PLUS is formulated to protect itself against mildew growth and reduce loss of adhesion and stains caused by mildew on the primer film.

Surface Preparation: Surfaces must be clean, dry and sound, free of wax, loose paint, grease, loose wallcoverings, old wallcovering adhesive, mold, mildew and outside sources of moisture.



New drywall – New drywall must be wiped down with a damp cloth to remove residual joint compound dust prior to priming or hanging. If the wall has been skim coated, two coats of **SHIELDZ[®] PLUS** are recommended.

Paint – Allow freshly applied latex paint to cure at least 14 days before priming and installing wallcovering.

Plaster– New plaster must age 90 days before application of **SHIELDZ[®] PLUS** Primer.

Gloss Surfaces – Prime with **SHIELDZ[®] PLUS** prior to wallcovering installation.

Damaged drywall – Removing wallcovering can tear or delaminate the drywall facing paper from its backing. Delaminated areas will appear as bubbles when new primers or paste are applied and must be cut open and removed along with other loose flaps of facing paper. Prime damaged areas with **GARDZ[®]** Damaged Drywall Sealer and skim coat irregularities with drywall mud before priming total area with **SHIELDZ[®] PLUS**.

Mildew – Remove mildew stains by washing the surface with a solution of 3/4 cup Clorox[®] Ultra Household Bleach in a gallon of water. (Buy fresh bleach because it loses 20% of its effectiveness after 1 year.) Follow label instructions and personal protection recommendations on the MSDS. Do not add ammonia or other cleaning products to the bleach solution. Towel dry surface and reapply as necessary to remove all stains. Allow surface to dry before priming or beginning installation.

Stains – Seal any residual stains that might bleed into the wallcovering with **Bulls Eye[®] Odorless Primer Sealer** prior to priming with **SHIELDZ[®] PLUS**.

Metal surfaces – Prime with a rust inhibitive primer.

Tightly Adhering Existing wallcoverings – Porous or uncoated wallcoverings and wallpapers with metallic inks should be either removed or sealed with **B-I-N[®]** Primer Sealer before applying **SHIELDZ[®] PLUS**.

Application methods – Stir before using. Apply by brush, roller or sprayer (follow directions on sprayer). Do not thin. Apply when temperature is above 50°F. Dries to touch in 15 minutes, ready to be recoated, or wallcovering can be hung after 2 hours. When using two coats, wait 12 hours before hanging wallcovering. Close container tightly after each use. When applying by airless a .017 tip and 2000 PSI is recommended.

Wallcovering Removal – Wait 21 days or longer for primer and wallcovering adhesive to fully cure before removing vinyl wallcovering.

Coverage – A single coat of **SHIELDZ® PLUS** will significantly reduce problems caused by mildew on the primer film. Two coats must be applied to earn the extended Warranty.

Application rate on smooth surfaces

300-350 Sq. Ft. Per Gallon Per Coat
1.5 Mil dry-film-thickness (DFT) Per Coat

A wet-film-thickness of 4 mils will produce 1.5 Mils DFT. Un-repaired torn drywall facing paper and exposed gypsum will significantly reduce the spread rate.

Color/Tinting – **SHIELDZ® PLUS** may be tinted to match most medium background colors. Maximum - 4 oz. of universal tinting color per gallon. If applying two coats, add tint to only the final coat. When adding tint allow primer to cure 12 hours before hanging wallcovering.

Clean up – Wash all tools and spots immediately with warm water. **Disposal** – **SHIELDZ® PLUS** is a water-base acrylic coating. Dispose of unused or unwanted product in accordance with applicable federal, state, and local laws and regulations.

Typical Physical Properties:

Solids by weight	47%
Solids by volume	35%
Density	10.2 Pounds/Gallon
Viscosity range	95 - 110 KU
VOC	Less than 250 grams/liter 2.1 lbs./gallon
Flashpoint (Seta flash)	Greater than 200 °F
Dry time (recoat) @ 70°F	2 hours
Shelf Life	60 months @ 75°F. (24°C)
Storage/Handling	Store indoors 40°F - 90°F (4° - 32°C)

Warranty Guarantee

3-Year Mildew-Proof* Guarantee

When wallcovering is installed over two coats of **SHIELDZ® PLUS**. Primer using any undiluted wallcovering adhesive, mildew will not grow on the primer for a minimum of 3 years after the date of installation. If mildew does appear, Zinsser will replace or refund value of primer actually used. Proof of purchase is required. No other guarantee is expressed or implied.

**ZINSSER® PLUS Commercial Wallcovering
5-Year Guarantee**

ZINSSER guarantees that mildew on the primer or paste film will not cause the wallcovering to lose adhesion or cause stains to appear through the wallcovering when the wallcovering is installed according to The **ZINSSER® PLUS** Commercial Wallcovering Specification. In summary, the Specification requires: a) property owners must apply for the Guarantee; b) Surface must be clean, dry and sound, free of residual adhesive and pre-existing mildew; c) application of two-coats of **SHIELDZ® PLUS** Primer; d) installation of wallcovering using **SURE-GRIP® PLUS** Adhesive.

If mildew on the primer or adhesive causes stains to appear through the wallcovering or cause the wallcovering to lose its adhesion to the surface within Five (5) years from the date of installation, Zinsser will replace the primer, adhesive and wallcovering used to install the problem area. This Guarantee will not cover mildew on the wallcovering, which should be removed by cleaning. This Guarantee does not include cost of labor to install, remove or replace wallcovering.

Interested property owners should contact Zinsser Marketing Services for **ZINSSER® PLUS** Specification and Guarantee registration procedure: (888) 855-1774 or Email zinsserplus@zinsser.com.

PRECAUTIONS – **CAUTION! May cause eye and skin irritation. Avoid contact with eyes and skin. In case of contact, flush eyes with plenty of water for at least 15 minutes. Wash after handling. Do not take internally. If swallowed, seek medical attention.**

**KEEP OUT OF REACH OF CHILDREN.
KEEP FROM FREEZING**

Packaging and Shipping Information

Unit Size	Code	Product UPC	Carton Code	Case Pack	Case Wt. Lbs.	Dimensions	Case Cu.Ft.	Pallet Pack	Pallet Size
5 gal	03200	047719032007	Not applicable	1	52	12" x 12" x 15"	1.25	36	42 x 42
1 gal	03201	047719032014	40047719032012	4	45	14" x 13¾" x 8"	.89	45	42 x 42
1 qt	03204	047719032045	60047719032047	6	17	13" x 8¾" x 5¼"	.35	112	42 x 42

ZINSSER Co. Inc., 173 Belmont Drive, Somerset, NJ 08875

(732) 469-8100 www.zinsser.com

CAUTION: Read and carefully follow all information on this technical data bulletin, on the product label, and on the material safety data sheet for this product. To the best of our knowledge the data contained herein are true and accurate at the date of issuance and are subject to change without prior notice. User must contact Wm. Zinsser & Co. to verify correctness before specifying or ordering. No guarantee of accuracy is given or implied. We guarantee our products to conform to Zinsser quality control and assume no responsibility for coverage, performance, or injuries from use.