

PPG Architectural Coatings

Interior MAXPRIME™ Latex Primer/Surfacer

GENERAL DESCRIPTION

Our best professional, high build interior latex primer is formulated to meet the requirements of the construction painter.

SpeedHide Interior *MaxPrime* Primer/Surfacer ensures the finish will be a smooth and uniform sheen by minimizing the differences in both porosity and texture between drywall paper and joints.

It also minimizes drywall imperfections such as minor sanding grooves, pinholes, and nicks.

Recommended for use on properly prepared interior gypsum wallboard surfaces.

RECOMMENDED SUBSTRATES

Gypsum Wallboard

CONFORMANCE STANDARDS

- Contributes toward satisfying LEED® v4 EQ credits.
- Complies with the Canadian Volatile Organic Compound Concentration Limits for Architectural Coatings Regulations.

TINTING AND BASE INFORMATION

Refer to the appropriate colour formula book, automatic tinting equipment, and/or computer colour-matching system for colour formulas and tinting instructions.

6-4C White

Some colours, drastic colour changes, or porous substrates may require more than one coat to achieve a uniform finish.

PACKAGING

3.78 L & 18.9 L

Not all products are available in all sizes

PRODUCT DATA

PRODUCT TYPE:	Vinyl-Acrylic Latex
SHEEN:	Flat, 2-4 @60°; 1-3 @85°
VOLUME SOLIDS*:	26% ± 2%
WEIGHT SOLIDS*:	44% ± 2%
VOC*:	< 50 g/L
DENSITY*:	1.3 kg/L

*Product data calculated on product 6-4C.

SPREADING RATE PER COAT: Approximately 37 m² (400 ft²) per 3.78 litres on smooth, nonporous surfaces.

Wet Film Thickness: 102 microns
4.0 mils

Dry Film Thickness: 25 microns
1.0 mils

Coverage figures do not include loss due to surface irregularities and porosity or material losses due to application method or mixing.

DRYING TIME: Dry time @ 25°C (77°F); 50% relative humidity.

To Touch: 30 minutes

To Recoat: 1 hour

Full curing: 30 days

Drying times listed may vary depending on temperature, humidity, film build, colour, and air movement.

Permissible temperatures during the application:

Material:	10 to 32°C	50 to 90°F
Ambient:	10 to 32°C	50 to 90°F
Substrate:	10 to 32°C	50 to 90°F

CLEANUP: Clean tools with warm, soapy water.

DISPOSAL: Consult your municipality about proper disposal procedure of residue in accordance with the laws and respect the environment. Do not pour down a drain or storm sewer.

FLASH POINT: Over 93 °C (200 °F)

FEATURES / BENEFITS

Features

Provides a uniform base
Great hiding
User-friendly
Fast drying
Easy to sand
Easy soap and water cleanup

Benefits

Eliminates flat and shiny spots.
Hides minor surface imperfections.
Broad application utility.
Saves time with quick recoat.
Saves labour.
No solvent disposal issues.

LIMITATIONS OF USE

FOR INTERIOR USE ONLY.

PROTECT FROM FREEZING. USE WITH ADEQUATE VENTILATION. **KEEP OUT OF REACH OF CHILDREN.**

Apply only when air, surface and product temperatures are between 10°C to 32°C (50°F to 90°F).

Due to the porosity of this primer/surfacer, two coats of pearl, satin, or semi-gloss topcoat will be necessary to achieve the full sheen of the topcoat.

When topcoating with a flat sheen, only one coat may be required.

Do not use on floors, in high humidity areas, or on submerged surfaces.

GENERAL SURFACE PREPARATION

Surface must be dry, clean and sound. Remove all loose, peeling paint, dirt, grease, and any other surface contaminants.

Remove loose and peeling paint, by brushing, scraping or sanding. Putty all nail holes and caulk all cracks and open seams.

Sand all glossy, rough, and patched surfaces. Feather back all rough edges to sound surface by sanding.

PRECAUTION: Dry sanding will give rise to dust and/or hazardous fumes. Wear suitable respiratory protective equipment.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust. LEAD IS TOXIC. Contact a regional Health Canada office for more information.

GYPSUM WALLBOARD: Nails or screws should be countersunk, and they along with any indentations should be mudded flush with the surface, sanded smooth and cleaned to remove any dust, then prime prior to painting the substrate.

Before use, be sure to read and follow the instructions and warnings on the label.

Contact your local representative for any additional surface preparation guidelines.

APPLICATION INFORMATION

KEEP OUT OF REACH OF CHILDREN. USE WITH ADEQUATE VENTILATION. Read all label and Safety Data Sheet (SDS) information prior to use. SDS are available from your retailer, through our website or by calling 1-800-463-7426.

Stir thoroughly before use and occasionally during use. When using more than one container of the same colour, intermix to ensure colour uniformity.

Application Equipment: Apply with a high quality synthetic brush, roller, paint pad, or by spray equipment. Where necessary, apply a second coat.

Brush: High quality polyester/nylon brush.

Roller: 10 to 20 mm (3/8 – 3/4 in.) nap synthetic roller cover.

Airless Spray: Pressure 2000 psi, tip 0.015 in. - 0.021 in.

Spray equipment must be handled with due care and in accordance with the manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

Thinning: Do not thin.

PRECAUTIONS

MAY BE HARMFUL IF SWALLOWED. MAY CAUSE EYE AND SKIN IRRITATION. Avoid breathing vapours, spray or mists. Avoid contact with skin and eyes. Wear protective gloves/clothing and eye/face protection. Keep out of reach of children. **FIRST AID TREATMENT:** If swallowed, call a Poison Control Centre or doctor immediately. If in eyes or on skin, rinse well with water. If breathed in, move person to fresh air. Contains: Limestone; titanium dioxide; Nepheline syenite; Mica-group minerals; ethanediol; crystalline silica, respirable powder (>10 microns); Kaolin; crystalline silica, respirable powder (<10 microns). Sanding and grinding dusts may be harmful if inhaled. This product contains crystalline silica which can cause lung cancer or silicosis. The risk of cancer depends on the duration and level of exposure to dust from sanding surfaces or mist from spray applications. Contains isothiazolinones. May cause allergic reaction. Keep container tightly closed and sealed until ready for use. For workplace use, an SDS is available from your retailer or by calling 1-800-463-7426 (Canada). EMERGENCY SPILL INFORMATION: (412) 434-4515 (U.S.), (514) 645-1320 (Canada).

LIMITED WARRANTY

PPG Architectural Coatings Canada, Inc. warrants performance of its products to its intended use if properly applied in accordance with the label directions and the specifications of the technical data sheet. Having no control over the application methods and conditions or the circumstances related to its use, no other warranty, expressed or implied, statutory or otherwise is given. This limited warranty extends only to the original purchaser of the product and is not transferable or assignable. If the product fails to conform to this limited warranty, we will, at your option, furnish replacement product or refund the purchase price. This limited warranty excludes (1) labour or costs of labour for the application or removal of any product and (2) all other direct, indirect, incidental, special, or consequential damages.

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