

Architectural Coatings

*Pure Performance Interior 100% Acrylic Primer***GENERAL DESCRIPTION**

Our premium low-odor, zero-VOC* primer is designed to meet the performance requirements of the institutional, commercial and residential segments. *Pure Performance Interior 100% Acrylic Primer* is formulated to provide excellent sealing, hiding and application with low-odor and zero-VOC* properties. Ideal for use in occupied areas such as: hotel/motel resort properties, nursing homes, homes, schools, government facilities, retail space, office buildings, hospitals, and apartments.

RECOMMENDED SUBSTRATES

Concrete/Masonry
Gypsum Wallboard-Drywall
Oriented Strand Board
Particle Board
Wood

CONFORMANCE STANDARDS

Compliant with all US VOC Regulations as of 10/2026
MPI Approved in Categories #50, #50 X-Green, #149, and
#149 X-Green
UL GREENGUARD® Gold Certified

PRODUCT INFORMATION

9-900 White (Tintable)

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

PACKAGING

1-Gallon (3.78 L)
5-Gallon (18.9 L)

FEATURES / BENEFITS**Features**

Zero VOC*
Excellent Adhesion
Excellent Sealing Properties
Excellent Holdout
Easy Application
Waterborne Formula
Can Help Earn LEED® v4 EQ Low Emitting Materials Credits

PRODUCT DATA

PRODUCT TYPE: 100% Acrylic Latex
SHEEN: Flat, 2-7 @ 60°
VOLUME SOLIDS: 35% +/- 2%
WEIGHT SOLIDS: 50% +/- 2%
WEIGHT/GALLON: 10.8 lbs. (4.9 kg) +/- 0.2 lbs. (91 g)
VOC: 0 g/L (0.0 lbs./gal.)*

COVERAGE: Approximately 400 sq. ft. (37 sq. meters) per U.S. gallon (3.78 L) on smooth, nonporous surfaces.

Wet Film Thickness: 4.0 mils
Wet Microns: 102
Dry Film Thickness: 1.4 mils
Dry Microns: 36

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

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

To Touch: 1 hour
To Recoat: 4 hours
To Full Cure: 30 days

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

CLEANUP: Clean tools with warm, soapy water.

DISPOSAL: Contact your local environmental regulatory agency for guidance on disposal of unused product. Do not pour down a drain or storm sewer.

FLASH POINT: Over 200°F (93°C)

Benefits

Meets the most stringent VOC regulations nationwide
Adheres to difficult substrates
Provides a uniform finish
Promotes even sheen in topcoats
Can be used by any type applicator
Easy soap and water cleanup
Contributes to sustainable design

*Colorants added to this base paint may increase VOC level significantly depending on color choice.

GENERAL SURFACE PREPARATION

Surface must be clean and dry. Remove all loose, peeling paint, dirt, grease, and any other surface contaminants. Masonry surfaces must be completely dry, free of efflorescence, and allowed to cure for 30 days prior to painting. Putty all nail holes and caulk all cracks and open seams. Sand all glossy, rough, and patched surfaces.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust or fumes. LEAD IS TOXIC. EXPOSURE TO LEAD DUST OR FUMES CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a properly fitted, NIOSH-approved respirator and prevent skin contact 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 USEPA National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead. Follow these instructions to control exposure to other hazardous substances that may be released during surface preparation.

CONCRETE/MASONRY: New concrete should cure for at least 30 days and preferably 90 days prior to painting. The pH of the substrate must be less than 10 before priming.

GYP SUM WALLBOARD-DRYWALL: 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 primed prior to painting the substrate.

ORIENTED STRAND BOARD: Countersink all nails or screws and putty flush with the surface. Surface should be cleaned to remove any dust or contaminants, then primed prior to painting.

PARTICLE BOARD: Countersink all nails or screws and putty flush with the surface. Surface should be cleaned to remove any dust or contaminants, then primed prior to painting. (Veneered surfaces should be sanded smooth and cleaned to remove any dust or contaminants, then primed prior to painting.)

WOOD: Countersink all nails, putty flush with surface. Unpainted wood or wood in poor condition should be sanded smooth and wiped clean. Any knots or resinous areas must be primed with a stain-blocking primer before painting.

LIMITATIONS OF USE

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

Do not use on concrete/masonry that has cured for less than 30 days or could experience water infiltration.

Not recommended for use on floors.

PROTECT FROM FREEZING.

APPLICATION INFORMATION

Stir thoroughly before using and occasionally when in use. When using more than one container of the same color, intermix to ensure color uniformity. USE WITH ADEQUATE VENTILATION. KEEP OUT OF REACH OF CHILDREN. Read all label and Safety Data Sheet (SDS) information prior to use. SDS are available through our web site or by calling 1-800-441-9695.

Application Equipment: Apply with a high-quality brush, roller (nap size – 3/8" for smooth surfaces and up to 3/4" for rough or textured surfaces), paint pad, or by spray equipment. Where necessary, apply a second coat and allow each coat to dry thoroughly before applying the next coat.

Airless Spray: For airless spray application, use tip size .015" to .021" and pressure range of 1500 to 2000 psi. Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

Brush: Nylon/Polyester Brush

Roller (nap roller cover): 3/8" - 3/4"

Thinning: Do not thin.

Permissible temperatures during application:

Material: 50 to 90°F (10 to 32°C)

Ambient: 50 to 90°F (10 to 32°C)

Substrate: 50 to 90°F (10 to 32°C)

PRECAUTIONS

For warning information, please refer to the product label and SDS available at the online listing for this product at www.pittsburghpaintsco.com. Keep container tightly closed and sealed until ready for use. SDS, spill, and emergency information are available by calling 1-833-477-1553.

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Technical Services
1-800-441-9695

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