



**BULLS-EYE 1-2-3® PLUS
PRIMER FOR ALL PROJECTS**

DESCRIPTION AND USES

Zinsser® Bulls-Eye 1-2-3 Plus® Primer is an all purpose, all surface water-based, interior/exterior primer that features all the performance characteristics of oil-based primers. It features low odor, low VOC, has excellent stain blocking resistance is fast dry, has excellent flow and leveling, and excellent adhesion to glossy surfaces. The dried film is mold and mildew resistant.

It is suitable for use on bare or painted surfaces including wood, drywall, cured plaster, concrete and masonry, stucco, aluminum, vinyl, galvanized metal and PVC. It provides excellent adhesion to dense glossy surfaces, enamel paints and varnishes, paneling, laminates and ceramics without sanding or de-glossing.

MPI #6, #39, #50, #137, #149 Certified*

PERFORMANCE CHARACTERISTICS

- Blocks all stains
- Adheres to all surfaces
- Use with any topcoat
- Dries in 1 hour

PRODUCTS

SKU	Description
249935	5-Gallon
249937	1-Gallon
249933	1-Quart

PRODUCT APPLICATION

SURFACE PREPARATION

Surfaces should be clean, dry, sound and free of dust, dirt, excessive chalky material, grime, grease, oil, wax, mildew, wallpaper adhesive, or any contamination that may interfere with adhesion. If unsure of cleanliness, always wash surface with household ammonia and water solution, appropriate cleaning solution or solvent (do not use TSP as a cleaner). Remove any peeling and/or unsound coatings. Scuff sand bare aluminum. Sand any remaining paint film edges smooth. Spot prime knots and sap streaks with Zinsser B-I-N Primer Stain Blocker.

PRODUCT APPLICATION (cont.)

WARNING! If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH-Approved respirator 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 National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

INTERIOR PRIMING

Bulls-Eye 1-2-3 Plus provides excellent adhesion to all surfaces such as paneling and glossy paints. It seals new drywall and painted surfaces top provide for more even color and sheen. It also hides dark surfaces.

EXTERIOR PRIMING

Bulls-Eye 1-2-3 Plus seals wood, masonry and stucco. It has excellent adhesion to vinyl and aluminum siding and fiberglass doors. Use Bulls-Eye 1-2-3 Plus to prime galvanized metal.

SEALING

Bulls-Eye 1-2-3 Plus penetrates deeply to seal porous surfaces and provides a smooth and even finish to extend the coverage of topcoats ad provide uniform and consistent sheen. Excellent for use on moderately chalked aluminum or previously painted aluminum siding and trim.

STAIN BLOCKING

Blocks stains from water, smoke, cedar or redwood bleed, grease, handprints, asphalt, crayon, graffiti and rust stains. Make sure all water leaks are repaired before applying Bulls-Eye 1-2-3 Plus to a water stain. If the water stained surface requires patching, apply Bulls-Eye 1-2-3 Plus before and after applying the spackling and patching compound. After applying Bulls-Eye 1-2-3 Plus to the stain, the stain may appear in the primer film. This is a normal occurrence. The stain will be locked in the primer film and will not bleed into the topcoat. Allow 2 hours to dry for interior stain blocking and overnight for bare cedar and redwood. Certain applications may require a second coat of primer. Prime severe water and smoke stains and block associated odors with Zinsser B-I-N Primer Stain-Blocker.

* Refer to the MPI website for the most current listing of MPI certified products.



TECHNICAL DATA

BULLS-EYE 1-2-3[®] PLUS PRIMER

PRODUCT APPLICATION (cont.)

LIMITATIONS

Bulls-Eye 1-2-3 Plus is not recommended for exterior applications such as floors, decks, roof surfaces or any surface subject to immersion or prolonged contact with water. Do not mix or intermix Bulls-Eye 1-2-3 Plus with other water-based products.

APPLICATION

Apply only when air, material, and surface temperatures are between 50-90°F (10-32°C) and the relative humidity is below 85%. Thoroughly mix to ensure any settled pigment is re-dispersed before using. In most cases only one coat is necessary to prime most surfaces. If excessive absorption occurs over very porous substrates a second coat may be necessary. Spot priming is recommended only under high-hiding topcoat finishes. For best results, prime entire surface before painting.

Apply with a synthetic (nylon, polyester or blend) bristle brush, roller, or airless sprayer. Follow manufacturer's instructions when using spray equipment. For airless spraying use a 0.017" tip at 2000 to 2500 psi. Wear NIOSH approved respirator and provide adequate ventilation.

THINNING

If thinning is necessary, add no more than 10 fluid ounces of clean water per gallon and mix thoroughly. Note that thinning the primer may affect its stain-blocking properties.

PRODUCT APPLICATION (cont.)

TINTING

Bulls-Eye 1-2-3 Plus may be tinted with up to 2 ounces of universal colorant per gallon. Tinting the primer toward the color of the topcoat helps hide in one coat. Shake or stir well before using.

DRY TIME

Dries to the touch in 30 minutes, can be recoated in 1 hour. Full adhesion and hardness develops in 7 days. Lower temperatures, higher humidity, and the addition of tint will prolong dry and cure time. Allow more time at cooler temperatures.

CLEAN-UP

Clean up spills and paint drips with detergent and warm water. If spills or drips have dried, use denatured alcohol or ammoniated detergent to soften and remove primer. Wash application tools in detergent and warm water immediately use. Follow equipment manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

**TECHNICAL DATA****BULLS-EYE 1-2-3® PLUS PRIMER****PHYSICAL PROPERTIES**

Physical Properties		BULLS-EYE 1-2-3 PLUS PRIMER
Resin Type		Water-based modified Acrylic
Pigment Type		Titanium Dioxide
Solvents		Water, Glycol Ethers
Weight	Per Gallon	10.9 lbs.
	Per Liter	1.31 kg
Solids	By Weight	50.5%
	By Volume	35.4%
Volatile Organic Compounds		<25 g/l (0.21lbs./gal.)
Recommended Dry Film Thickness (DFT) per Coat		1.0-1.5 mils (25-37.5μ)
Wet Film to Achieve DFT (Unthinned material)		3.0-4.0 mils (75-100μ)
Practical Coverage at Recommended DFT (assume 15% material loss)		Approximately 400 sq.ft./gal. (9.8 m ² /l) depending on application method and surface porosity
Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity	Touch	30 minutes
	Recoat	1 hour
	Full Harness	7 days
Shelf Life		5 years
Flash Point		>200°F (93°C)
Storage		40-90°F (4-32°C)
Safety Information		For additional information, see SDS

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