



# BULLS-EYE® 1-2-3 WATER-BASED PRIMER

## DESCRIPTION AND USES

Zinsser® Bulls-Eye 1-2-3® is a high hide water-based styrenated acrylic water-based primer-sealer stain blocker and bond coat designed for priming all surfaces. It blocks and seals stains caused by **water, nicotine, smoke, tannin, pencil, ink, grease and felt marker, and seals smoke and pet odours**. Suitable for both interior and exterior applications. Apply to walls, ceilings, doors, trim, fascia, soffits, foundations, railings, and related paintable surfaces. Bulls-Eye 1-2-3 has excellent adhesion to wood, plaster, concrete, gloss enamels, hardboard, glass and ceramic tile. It provides a rust inhibitive coating on iron railings, steel frames, piping, etc. It resists the growth of mould and mildew in damp, humid environments. It resists high pH surfaces (up to 12.5) and seals most porous surfaces. Bulls-Eye 1-2-3 traps most stains in the primer film including graffiti, grease, rust, cedar and redwood tannin, creosote, and asphalt stains. It is ideal for sealing spackle, drywall repairs, and hiding dark colours.

Zinsser Bulls-Eye 1-2-3 brush formula has improved wet adhesion as well as low temperature application at 2°C (35°F), matching all topcoats.

Zinsser Bulls-Eye 1-2-3 is also available in a solvent-based aerosol.

MPI #3, #6, #17, #50, #107, #125, #134, #137 Certified\*

## PERFORMANCE CHARACTERISTICS

- Designed for interior and exterior surfaces
- Bonds to glossy surfaces without scuff sanding
- Formulated with stain-blocking resins
- Rust inhibitive – may be used to prime ferrous metal
- Mould and mildew resistant
- Fast drying – Recoat in under 1 hour
- Sticks to all surfaces and sands easily
- High hiding formula blocks most stains and seals odours
- Excellent for sealing water soluble tannin bleed on cedar and redwood
- Easy soap and water clean-up

## PRODUCTS

SKU	Container Size
267189**	369g
Z02014	946mL
Z02012	3.78L
Z02010	18.9L

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

\*\* The aerosol version is a solvent-based acrylic copolymer, which offers the same performance as the water-based counterpart.

## PRODUCT APPLICATION – Brush

### PRIMING

Use Bulls-Eye 1-2-3 Primer on all types of bare or painted surfaces. It has excellent adhesion to dense glossy surfaces such as enamel paints and varnishes, panelling, laminates and ceramic tile without sanding or de-glossing.

### SEALING

Bulls-Eye 1-2-3 Primer seals porous surfaces and provides a smooth and even finish to extend the coverage of topcoats and provide uniform and consistent sheen. It helps bind chalky surfaces and is suitable for use on moderately chalked aluminum or previously painted siding and trim.

### STAIN BLOCKING

Bulls-Eye 1-2-3 Primer blocks stains from grease, handprints, asphalt, crayon, graffiti, rust stains, light water stains and cedar or redwood bleed. Note: When priming over bare cedar or redwood, allow 24 hours dry time before painting. Certain applications may require a second coat of primer. Prime severe water and smoke stains and block associated odors with Zinsser B-I-N Ultimate Stain-Blocker.

### 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, always wash surface with Krud Kutter® Prepaint Cleaner TSP Substitute or ammonia and water solution or solvent (Do not use TSP). Remove any peeling and/or unsound coatings. Sand any remaining paint film edges smooth with the surface. Lightly sand exposed exterior wood with Gator® 80 to 100 grit sandpaper to remove loose or weathered wood fibers and mill glaze, then wipe surfaces to remove sanding dust.

When priming over stained areas, first attempt to remove as much of the stain as possible by washing, sanding, scraping, etc. Bare wood that has been exposed for more than 4 weeks should be lightly sanded or abraded to remove weathered wood fibers. Remove exterior mould & mildew with Moldex® Mould Killer. Remove interior mould and before painting with a solution of one cup household bleach per 3.78 L (gallon) of water or a quality mildew cleaner such as Moldex Stain Remover or Moldex Bleach-Free Stain Remover. Rinse well and allow surface to dry completely before priming. Countersink exposed nail heads, spot prime and fill all nail holes and gouges with Zinsser MH Ready Patch® spackling compound, and sand smooth. Wire brush rusty areas. Spot prime wood knots and sap streaks with B-I-N® Primer-Sealer before whole surface priming with Bulls-Eye 1-2-3.

### TINTING

Bulls-Eye 1-2-3 Primer may be tinted to improve hide and coverage with darker and deeper colours. It can be tinted with up to 4 ounces (118 ml) of universal colorant per



## TECHNICAL DATA

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gallon. Tinting may increase dry and cure times. Shake or stir well before using.

### MIXING

Brush Goods - Mix thoroughly to ensure any settled pigment is re-dispersed. DO NOT THIN.

### APPLICATION

Apply only when air, material, and surface temperatures are between 10-32°C (50-90°F) and the surface temperature is at least 3°C (5°F) above the dew point. The relative humidity should not be greater than 85%.

Mix thoroughly to ensure any settled pigment is re-dispersed before using. DO NOT THIN. 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 paints. For best results, prime entire surface before painting. Apply with a natural or synthetic bristle brush, roller, pad or sprayer. Follow manufacturer's instructions when using spray equipment. Airless spraying - use a .017" tip at 2000 to 2500 psi.

### CLEAN-UP

Clean up spills and paint drips with warm water and liquid detergent. Wipe up splatters before they dry. Follow manufacturer's directions to clean spray equipment.

### DISPOSAL

To dispose of empty containers and unused product, contact your local environmental regulatory agency.

## PRODUCT APPLICATION – Aerosol

### 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. Remove any peeling and/or loose paint. Sand any remaining paint film edges smooth with the surface. Mask off areas not intended for priming.

### APPLICATION

Aerosol - Shake can vigorously for one minute after the mixing ball begins to rattle. Turn can upside down and continue shaking for one minute. If mixing ball fails to rattle DO NOT STRIKE CAN. Contact Rust-Oleum Technical Support. Shake often during use. Hold can upright 25 – 30 cm (10-12") from surface and spray in a steady back-and-forth motion, slightly overlapping each stroke. Keep the can the same distance from the surface. Keep the can in motion while spraying. Apply two or more light coats a few minutes apart to avoid drips and runs. **Do not use near open flame.**

### DRY & RECOAT

Dry and recoat times are based on 21°C (70°F) and 50% relative humidity. Allow more time at cooler temperatures. Dries to touch in 5 minutes and can be topcoated in 30 minutes with latex or oil-based paints. For best results, allow primer to cure overnight before applying strong solvent-based topcoats.

### CLEAN-UP

Wipe off tip before storing. Clean-up wet paint with xylene or mineral spirits. Do not burn or puncture the can, even when empty. To dispose of empty containers and unused product, contact your local environmental regulatory agency.

### CLOGGING

If the valve clogs, twist and pull off spray tip and rinse in a solvent such as mineral spirits. Do not insert any object into can valve opening.

### DISPOSAL

To dispose of empty containers and unused product, contact your local environmental regulatory agency.

## Additional Information

**Interior** - New and previously painted drywall, plaster, cement based coatings, wood (pine, fir, cedar, redwood, plywood), metal (aluminum, iron, steel, stainless steel, galvanized metal), vinyl, PVC, fiberglass, masonry (stucco, concrete block, poured concrete, brick).

**Exterior** - New or previously painted wood (pine, fir, cedar, redwood, T-111, plywood, pressure treated wood), hardboard, asbestos shingles, glass, metal (aluminum, iron, steel, stainless steel, galvanized metal), PVC, rigid plastics, aluminum and vinyl siding, fiberglass and masonry (stucco, concrete block, poured concrete, HardiPlank®, brick).

**Rust Inhibitive** – Inhibitive – Dries to a tight, water resistant film that inhibits development and spread of rust on metal. Remove rust and wipe surface clean with a rag dampened in alcohol. a rag dampened in alcohol.

**Mould & Mildew Resistance** – Resists the growth of mould and mildew on the primer film.

**High pH Resistance** – Can be applied to high pH surfaces (up to 12.5) without bubbling, lifting or degrading due to high alkalinity making it an ideal primer for concrete, stucco, plaster & fast setting joint/texture compounds.

**Cedar & Redwood Bleed** – Traps tannins in the primer film to prevent them from 'bleeding' into the finish coat. For best results, allow to dry overnight before applying topcoat. Very porous woods may require two coats before topcoat.

**Chalky Siding** – Contains chalk-binding resins for use on moderately chalked aluminum or previously painted siding and trim.

**Glossy Surfaces** – Adheres to glossy enamel paints and clear finishes, Formica®, Masonite®, PVC, fiberglass, vinyl – even ceramic tile – without pre-sanding or surface de-glossing.

## REGULATORY

### Brush

Do not take internally. If swallowed call a Poison Control Centre or doctor. Avoid contact with eyes. In case of eye contact, rinse eyes well with plenty of water. Avoid prolonged skin contact. Wash thoroughly after handling. Use with adequate ventilation. **KEEP OUT OF REACH OF CHILDREN.**

### Aerosol

**CONTENTS MAY CATCH FIRE. CONTAINER MAY EXPLODE IF HEATED. CONTENTS HARMFUL. MAY IRRITATE EYES.** Do not smoke. Do not puncture. Do not burn. Do not swallow. Do not get in eyes. Use only in a well-ventilated area. Keep away from flames, such as a pilot light, and any object that sparks, such as an electric motor. Store away from heat. Keep out of reach of children. Use only in a well ventilated area. Wear an organic vapour respirator, safety glasses and gloves. **FIRST AID TREATMENT:** Contains liquefied petroleum gas, acetone, and aliphatic hydrocarbon. If swallowed, call a Poison Control Centre or doctor immediately. Do not induce vomiting. If in eyes, rinse with water for 15 minutes.



## TECHNICAL DATA

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### PHYSICAL PROPERTIES

		Aerosol	Brush Goods
Resin Type		Styrene Acrylate Copolymer	Styrenated Acrylic
Pigment Type		Titanium Dioxide	Titanium Dioxide
MIR		1.2 Max	NA
Fill Weight		13 ounces	NA
Solvents		Acetone, Aliphatic Hydrocarbons	Glycol Ethers, Water
Weight	Per Gallon	NA	10.5 lbs.
	Per Liter	NA	1.26 kg
Solids	By Weight	NA	50.5%
	By Volume	NA	34.0%
Volatile Organic Compounds		N/A	<100 g/l (0.83 lbs./gal.)
Recommended Dry Film Thickness (DFT) per Coat		1.5-2.5 mils (37.5-62.5µ)	1.0-2.0 mils (25-50µ)
Wet Film to Achieve DFT (Unthinned material)		2 wet coats	3.0-6.0 mils (75-150µ)
Theoretical Coverage at 1 mil DFT (25µ)		NA	545 sq.ft./gal. (13.4 m²/l)
Practical Coverage at Recommended DFT (assume 15% material loss)		0.7-1.1 m² (8 -12 sq.ft./can)	450 sq.ft./gal. (11.1 m²/l) non-porous 350 sq.ft./gal. (8.6 m²/l) porous
Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity	Touch	5 minutes	35 minutes
	Recoat	30 minutes	1 hour
	Stain Sealing	2 hours, 24 hours over cedar	2 hours, 24 hours over cedar
	Full Hardness	7 days	7 days
Shelf Life		5 years	5 years
Flame Spread (ASTM-84-97A)		N/A	Class 1
Smoke Contribution (ASTM-84-97A)		N/A	Class 1
Flash Point		-156°F (-104°C)	<200°F (93°C)
Safety Information		For additional information, see SDS	

Calculated values may vary slightly from the actual manufactured material.

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