

TECHNICAL DATA SHEET  
**PREMIER ACTIVE 300X**  
INTERIOR DRYWALL LATEX PRIMER  
Water-based product

**Product Description:**

Premier Active Drywall Primer is based on 100% acrylic emulsion specially formulated to adhere to new and unpainted drywall.

**Features:**

- Effectively seals and minimizes surface problem
- Great adhesion
- Superior coverage
- Easy to apply
- Low odor
- Sands easily
- Quick drying
- Good flow and leveling
- Zero VOC
- Available in white and accent base

**Uses:**

New and unpainted drywall, plasterboard and wallboard. The accent base, tinted to the color of topcoat, can be used to provide a better hiding for certain deep colors.

**Precaution:**

Dry sanding, flame cutting and/or welding of dry paint film may generate dust and/or fumes. Avoid breathing paint vapors. Always ensure the room is well ventilated when working. Suitable respiratory protective equipment should be used. DO NOT ALLOW PAINT TO FREEZE. MAY CAUSE EYE, NOSE, THROAT AND/OR SKIN IRRITATION. If paint gets in eyes or on skin rinse thoroughly with water. If inhaled move to fresh air. Keep out of reach of children. Harmful if swallowed seek medical attention. Refer to MSDS for proper health and safety information.

**Applicators:**

10-13 mm nap roller, nylon or polyester brush, airless sprayer.

**Clean-up:**

Soap and water.

**Storage:**

Keep product in a dry and ventilated area between 10-30 °C. Unopened containers may be stored up to 3 years.

**Disposal:**

Consult your municipality for proper disposal procedures.

**Limited Lifetime Warranty:**

The performance of the product is backed by a limited lifetime warranty when applied in accordance with label directions to a properly prepared surface. This guarantee is effective for so long as you reside in your home, and is not transferable. In the event of a performance problem, contact 1-866-paint99 (1-866-724-6899). We will at our option, upon proof of purchase provide replacement paint free of charge or refund the full purchase price with a gift card. This warranty excludes (i) labor or cost of labor for the application of any paint, and (ii) any incidental or consequential expenses, losses or damages.

**Technical Specifications (25 °C /77 °F):**

**Gloss level:**

Gloss at 60°: 10-15%

Gloss at 85°: 25-30%

**⌚ Drying Time:**

Tack free: 1 hrs

To recoat: 4-6 hrs

- On wood with heavy stains and tannins, allow 12-16 hours between coats.
- If relative humidity is higher than 50%, required time must be doubled.

**Spreading Rate per coat:**

Covers up to 38-46m<sup>2</sup> (400-500 ft<sup>2</sup>) per 3.78 Lt

Excluding losses caused by variations in application methods or surface porosity.

**Volatile Organic Compounds (VOCs):**

- Zero VOC before the addition of colorant according to ASTM D3960-05. Addition of colorants may introduce VOC.
- No emission detected, when tested by USEPA method#24. (Canadian VOC regulation: < 200 g/L)

**Solid by Volume\*:**

39%

**Surface Preparation:**

- The surface must be free of dirt, dust, mildew and grease.
- Clean the surface with a detergent and allow it to dry completely before applying paint or primer.
- Remove any loose or scaling paint by sanding lightly.
- Any holes, cracks or slight imperfections should be filled in with a compound. Glossy surfaces should be dulled.
- New plaster and masonry must be cured before painting.
- For severely damaged surface or bleeding stains use Premier Active™ Problem-solving Primer (048-8651-0).

**Application:**

- Product should be applied when air and surface temperature are between 10-32°C (50-89.6°F).
- Do not thin. Stir occasionally during application during application. Tinted paint must be stirred or shaken thoroughly, if stored longer than one week.
- Apply the product by complying with its spreading rate.
- Observe drying time between coats.
- Low temperatures or high humidity will affect drying time.
- Two coats application might be necessary for heavily textured and porous surfaces.
- Do not apply directly to bare ferrous metals (iron, steel)
- Must be coated with a topcoat.