



**BULLS-EYE 1-2-3®  
GRAY PRIMER FOR ALL SURFACES**

**DESCRIPTION AND USES**

Zinsser® Bulls-Eye 1-2-3® Gray Primer is an all purpose, high performance, water-based primer for interior and exterior residential, commercial and industrial applications. Bulls-Eye 1-2-3 Gray Primer has excellent stain blocking resistance, is fast dry, and has excellent adhesion to glossy surfaces. Use Bulls-Eye 1-2-3 Gray Primer with rich or dark topcoat colors to improve their hide and coverage. May be used under and over any oil or latex architectural paint. The dried film is mold and mildew resistant.

**PERFORMANCE CHARACTERISTICS**

- Sticks to all surfaces without sanding
- Seals Uniformly
- Blocks stains
- Use with any topcoat
- Dries in 1 hour

**PRODUCTS**

SKU	Description
285085	1-Gallon (Gray)
285090	5-Gallon (Gray)
286258	1-Quart (Gray)

**PRODUCT APPLICATION**

**SURFACE PREPARATION**

Surfaces should be clean, dry, sound and free of any contamination, mildew, rust or unsound coatings that may interfere with adhesion. If unsure of cleanliness, always wash surface with an appropriate cleaner 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 Sealer.

**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](http://www.epa.gov/lead).

**PRODUCT APPLICATION (cont.)**

**PRIMING**

Use Bulls-Eye 1-2-3 Gray Primer on all types of bare or painted surfaces including wood, drywall, cured plaster, concrete, stucco and masonry, aluminum, vinyl, steel, galvanized metal and PVC. It has excellent adhesion to dense glossy surfaces such as enamel paints and varnishes, paneling, laminates and ceramic tile without sanding or de-glossing. It also hides dark surfaces.

**SEALING**

Bulls-Eye 1-2-3 Gray 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 Gray 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 Primer Stain-Blocker.

**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. Apply using 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. Apply a second coat of primer full body. Note that thinning the primer may affect its stain-blocking properties.



## TECHNICAL DATA

# BULLS-EYE 1-2-3® GRAY PRIMER FOR ALL SURFACES

### PRODUCT APPLICATION (cont.)

#### TINTING

Bulls-Eye 1-2-3 Gray Primer may be tinted to improve hide and coverage with darker and deeper colors. It can be tinted with up to 4 ounces (118 ml) of universal colorant per gallon. Tinting may increase dry and cure times. Shake or stir well before using.

#### COVERAGE

Bulls-Eye 1-2-3 Gray Primer will cover approximately 400-450 square feet per gallon. Coverage may vary with application method and surface porosity.

#### 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 application tools with warm water and liquid detergent or household cleaner. Wipe up splatters before they dry. Follow equipment manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

#### LIMITATIONS

Not recommended for application to floors or decks or to surfaces subject to immersion or prolonged contact with water.

**TECHNICAL DATA****BULLS-EYE 1-2-3® GRAY PRIMER FOR ALL SURFACES****PHYSICAL PROPERTIES**

Physical Properties		BULLS-EYE 1-2-3 GRAY PRIMER
Resin Type		Styrene Acrylic Copolymer
Pigment Type		Titanium Dioxide, Calcium Carbonate, Talc
Solvents		Water, Glycol Ethers
Weight	Per Gallon	10.7 lbs.
	Per Liter	1.3 kg
Solids	By Weight	51.7%
	By Volume	38.1%
Volatile Organic Compounds		<100 g/l (0.83 lbs./gal.)
Recommended Dry Film Thickness (DFT) per Coat		1.0-1.5 mils (25-37.5μ)
Wet Film to Achieve DFT (Unthinned material)		2.5-4.0 mils (62.5-100μ)
Theoretical Coverage at 1 mil DFT (25μ)		611 sq.ft./gal. (15.0 m <sup>2</sup> /l)
Practical Coverage at Recommended DFT (assume 15% material loss)		Approximately 400-450 sq.ft./gal. (9.8-11 m <sup>2</sup> /l) depending on application method and surface porosity
Dry Times at 70°F (21°C) and 50% Relative Humidity	Touch	30 minutes
	Recoat	1 hour
	Full Hardness	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 MSDS

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