



ELEVATION

Old Western Paint Co., Inc.

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Made in Colorado, for Colorado's Climate!

Elevation

100% Acrylic All-Purpose Primers
1255 All-Prime

Description

Elevation 100% Acrylic All-Prime is a premium, 100% acrylic latex primer that is formulated specifically to endure the rigors of Colorado's unique climate. It serves as an ideal base coat over numerous surfaces, including fresh concrete, wood, metal, siding, and certain stained drywall. The 100% acrylic cross-linking resin helps prevent bleed-through from many common household stains and tannins. It is designed to have tenacious adhesion over multiple substrates, which makes it an excellent option for many hard-to-stick surfaces. Developed and manufactured in Denver, Colorado, *Elevation 100% Acrylic All-Prime* is the ideal choice for Colorado's most challenging environments, both indoors and out.

Application and Substrate Information

Mix or stir thoroughly before using. Primer should be applied using brush, roller, or through airless spray equipment (2,000 psi, 0.015" – 0.021" tip). A second coat may be applied at a minimum of 3-4 hours after applying the first coat as drying conditions allow.

For best results, temperatures (air, surface and material temperatures) should be at or above 40°F (4.4°C) and at least 5°F above the dew point before applying. These conditions must remain at or above these levels for at least 8 hours. Do not apply if condensation is expected within 4-6 hours of applying. A small amount of colorant (up to 4 oz. per gallon) may be added to approximate the color of the finish coat.

Product Data

Gloss/Sheen (60°)	< 15 units
VOC Content (g/L)	< 100
Viscosity (Krebs Units)	100 (± 3)
Density (lb/gal)	10.8
Weight Solids	51.4 %
Volume Solids	37.2 %
Coverage (1.5 dry film)	400 ft ² *

*Theoretical value; may vary based on substrate porosity/application method

Features and Benefits

- ✓ Designed specifically for Colorado's Climate
- ✓ Very good hiding power
- ✓ Tenacious adhesion to a variety of substrates
- ✓ Flash-rust resistant
- ✓ Helps to block various household stains

Thinning

Thinning is not required, though a small amount of water can be added if desired. Thinned primer is more prone to in-can settling and biological contamination if not used immediately and/or stored over long periods of time.

Dry Time

Will dry to touch in one hour or less; may be recoated after four hours. At least 24-hours of dry time is recommended prior to sanding. Typical time for full cure is 7 days. Dry time may be affected by poor ventilation, low temperatures, amount of colorant and/or high humidity areas.

Clean-up

Clean all tools and equipment with warm, soapy water.

Environmental/Health Considerations

Formulated without lead, mercury, and other heavy metals. Does not contain ethylene glycol. No reportable amount of crystalline silica.



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General Surface Preparation

All foreign material, including loose or peeling paint, dirt, grease, oil, wax, chalk, mildew, rust, dust, curing agents, etc., must be removed prior to use. Failing to do so may compromise proper adhesion and overall performance. Caulk all cracks and open seams. Putty all nail holes. An appropriate primer should be used when coating highly porous substrates. For best results, glossy surfaces should be dulled prior to coating, and rough or patched surfaces should be sanded. For factory-finished surfaces (powder coatings) or certain substrates that contain wax, we recommend testing this product over a small area to determine its adhesion before coating the entire substrate.

Specific Substrate Recommendations

Siding: May be applied to vinyl, cementitious, wood or composite siding. If painting over vinyl siding, be sure the color of the top coat is not darker than the color of the vinyl siding (which may cause warping due to higher heat absorption).

Concrete/Masonry Block: New concrete should cure for at least 30 days prior to priming and painting. The surface pH should be below 10.5. Block filler should be used over porous concrete such as masonry block.

Metal: May be used over numerous metal substrates, including galvanized, ferrous, and aluminium metals. Extra care should be taken when coating corners, joints, bolts, screws or any area where there is a break in the continuous path of the substrate to prevent rusting.

Drywall/Gypsum Board: Nails and screws should be countersunk and properly covered using putty or drywall mud, then sanded to be flush with the rest of the surface.

Wood: Unpainted wood should be sanded smooth and wiped of excess dust. Multiple coats may be required for tannin-containing woods.

Packaging

Available in 1-gallon and 5-gallon containers.

Intended Use

To be used in a manner consistent with latex wall paints and finishes. Do not take internally. Keep out of reach of children and pets. Not recommended for floors or where water can puddle. Keep from freezing.

WARNING: If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC AND MAY CAUSE SERIOUS ILLNESS IF YOU ARE EXPOSED, ESPECIALLY FOR CHILDREN OR THOSE WHO ARE PREGNANT. Wear a properly fitted NIOSH-approved respirator and prevent skin contact to minimize lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. For further information, contact the U.S.E.P.A. National Lead Information Hotline at 1-800-424-LEAD or visit www.epa.gov/lead.

Disclaimer

All information and data appearing in this document are provided in good faith and are believed to be reliable and accurate to the best of our knowledge at the date of publication. None of the provided information is to be considered a warranty or quality specification or all-inclusive and is given only as a guidance. It is the user's responsibility to determine the intended utilization of the product. No guarantee, expressed or implied, is made by Old Western Paint Co., Inc. And the user assumes all risk and responsibility.