



# PRODUCT DATA SHEET

PROD. #225

## ETERNITY HIGH PERFORMANCE PRIMER/SEALER BONDING AGENT



### PRODUCT DESCRIPTION

**Eternity High Performance Primer/Sealer Bonding Agent** is an advanced acrylic primer/sealer specifically designed for use with Richard's Eternity Hi-Performance Exterior Coating. Its special acrylic formula allows for application as a bonding agent when applied to lightly chalked surfaces, and provides excellent priming and sealing properties for new substrates. Easy to apply, it provides excellent coverage, is fast drying, mildew resistant, resists stain bleed-through, and is non-yellowing. It offers excellent durability, promotes adhesion, and offers excellent product versatility for application to a variety of substrates.

**Mildew Resistant** - This paint contains agents that inhibit the growth of mildew on the surface of this paint film. For Exterior Use Only.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	VOC COMPLIANCE
<ul style="list-style-type: none"><li>Advanced Acrylic Formula</li><li>Excellent Coverage</li><li>Seals Loose Chalk</li><li>Fast Drying</li><li>Resists Stain Bleed-Through</li><li>Excellent Adhesion</li><li>Mildew Resistant</li><li>Easy To Apply</li></ul>	<i>Suitable for the following properly prepared surfaces;</i> <b>EXTERIOR</b> Masonry Wood Trim Stucco Wood Siding Concrete Block Aluminum Brick & Stone Galvanized Metal Poured Concrete Particle Board  <b>For Exterior Use Only!</b>	<b>Product Quality:</b> Premium / Best <b>Product Use:</b> Exterior <b>Application:</b> Brush, Roller Cover, Airless Spray <b>Product System:</b> Water-Based <b>Finish:</b> Flat	<b>AIM</b> Yes <b>OTC</b> Yes <b>CARB</b> Yes <b>SCAQMD</b> Yes <b>MPI #</b> No

### SURFACE PREPARATION

**General:** The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, mildew and any other surface contaminants that may adversely affect the performance of this coating material.

- Remove any loose, scaling, cracked or peeling paint from previously painted surfaces by hand scraping, sanding, wire brushing or by power tool cleaning methods, such as pressure washing, electric sanders or grinders, etc.
- For exterior surface areas, it is recommended to pressure wash the entire surface, painted or unpainted, using a unit with a minimum of 2000 psi of pressure to effectively remove dirt, excessive paint chalk, and loose paint scale.
- For metal surfaces, remove any loose rust, mill scale, rust deposits or white rust from metal surface by the same methods as described above.
- Repair/replace any damaged and/or delaminated surface areas with the proper patching and/or building materials. Allow all patching materials to dry thoroughly before application of paint coatings.
- Sand all rough paint edges smooth to adjacent surface area. It is recommended to sand all glossy surfaces to dull existing finish.
- Prime and/or spot prime all bare or new surface areas in accordance with label directions.

**NOTE:** All new cementitious substrates, such as Masonry Stucco, Concrete, etc. should be allowed 30 - 90 days to properly dry/cure, in accordance with industry standards before application of any paint coatings.

**Mildew** - Surface areas affected by mildew should be treated with a commercial mildew removal and/or wash product carefully following manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.

- 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 wet mop. Before you start, find out how you can protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-Lead, or log onto [www.epa.gov/lead](http://www.epa.gov/lead).

### PRODUCT ANALYSIS DATA

**PIGMENT: 27.83%**

**VEHICLE: 72.17%**

*MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.*

### TECHNICAL DATA

- COLORS:** White
- TINTING:** Universal Colorant Up To 2 oz./ gal.
- VEHICLE TYPE:** 100% Acrylic
- VISCOSITY:** 98 KU  $\pm$  2
- GLOSS @ 60°:** Flat / 0 - 5 units
- FLASH POINT:** N/A
- VOC:** Not to Exceed 50 g/l - 0.42 lb/gal  
(Meets AIM, OTC, CARB & SCAQMD Standards)
- SOLIDS:** By Volume: 39.71%  $\pm$  2%  
By Weight: 51.66%  $\pm$  2%
- COVERAGE:** 250 - 400 Sq. Ft. / Gal.  
(Depending on Application & Surface Porosity.)
- MIL FILM:** Estimated @ 350 Sq. Ft. / Gal.  
**Wet:** 4.6 mils **Dry:** 1.8 mils
- DRY TIME:** (@ 70° F & 50% Relative Humidity)  
To Touch: 30 Min. - 1 Hour  
Recoat: 2 - 3 Hours, or after overnight.
- CLEAN UP:** Warm Soapy Water
- THINNING:** Clean Water

## RECOMMENDED FINISH COATINGS

The following Richard's products are recommended finish coatings for this primer coating material. However, recommended Richard's finish coatings are not limited to the products listed below;

### • FLAT FINISHES

- 100, Signature Series 100% Acrylic Int./Ext. Flat House Paint
- 350, Rich Classic Int./Ext. Acrylic House Paint
- 650, Rich Shield Premium 100% Acrylic Flat House Paint

### • LO-LUSTER/EGGSHELL FINISHES

- 130, Signature Series 100% Acrylic Lo-Luster House & Trim Paint
- 370, Rich Classic Acrylic Eggshell House & Trim Paint
- 630, Rich Wall Premium Latex Eggshell Enamel

### • SATIN FINISHES

- 225, Eternity High Performance Exterior Coating
- 400, Signature Series 100% Acrylic Satin House & Trim Paint
- 640, Rich Shield Premium 100% Acrylic Satin House & Trim Paint

### • SEMI-GLOSS FINISHES

- 380, Rich Classic Acrylic Semi-Gloss Enamel
- 680, Rich Shield Premium 100% Acrylic Semi-Gloss Enamel
- 750, Signature Series 100% Acrylic Semi-Gloss Enamel

### • GLOSS FINISHES

- 200, Signature Series 100% Acrylic Gloss House & Trim Paint
- 660, Rich Shield Premium 100% Acrylic Gloss House & Trim Paint

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a ¾" - 1¼" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
  - **Pump:** Gas or Electric Airless Sprayer
  - **Pressure:** Minimum 1500 – 2000 PSI
  - **Tip:** 0.013 – 0.017 Reversible
  - **Hose:** ¼ inch (6.3 mm) - ¾ inch (10 mm)

## PACKAGING & WEIGHT PER GALLON

- **Packaging:** Quarts – N/A                      Gallons – 4/case  
2 Gallons – N/A                      5 Gallons - Each
- **Weight per Gallon:** 10.98 lbs.

## CLEAN UP & THINNING INSTRUCTIONS

**Clean Up:** Clean up any minor spills and splatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious spills should be contained and removed with inert absorbent material. Dispose of contaminated absorbent, container, and unused contents in accordance with local, state and federal regulations.

**Thinning:** Stir thoroughly and apply as it comes from the container. Thinning is not necessary. However, if thinning is required, you may add clean water up to ½ pint per gallon.

## WARRANTY & LIMITATIONS

The technical information contained herein is accurate to the best of our knowledge. All warranties are excluded, whether expressed or implied, by operation of law or otherwise, including all implied warranties of merchantability or fitness for a particular purpose. Seller shall not be liable, directly or indirectly, under any circumstances for consequential, incidental, special or any other type of damages arising or resulting for any reason under the sale, handling, or use of goods sold. Seller's liability hereunder, and buyer's exclusive remedy hereunder, for negligence or any other reason, is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. Notice of any alleged failure or defect in the material must be given to the seller in writing by certified U.S. mail within 15 days of noticing the problem. Failure to give the required notice within the time provided constitutes a waiver of any claim. The Manufacturer is not responsible for any misrepresentation made by the Dealer.

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## PRODUCT APPLICATION – General

**Eternity High Performance Primer/Sealer Bonding Agent** may be easily applied with a quality brush, roller cover, or airless spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- For best results, it is recommended to apply with a brush or roller cover to effectively work primer coating into surface pores.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- When applying by roller cover, apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respraying or reworking.
- When applying by airless spray equipment, use a unit with a minimum of 1500 – 2000 psi of pressure, with a 0.013 – 0.017 fluid spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, an even coat application, and to work primer coating into surface pores.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 55° F and below 90° F.
- Avoid exterior paint application when weather conditions are threatening, and late in the day when there is a threat of moisture condensing on wet paint.

## PRODUCT LIMITATIONS

- Not for use in corrosive or chemical environments.
- Not for use in areas subject to intense heat.
- Not for use on below grade substrates.

## PRECAUTIONARY & SAFETY INFORMATION

**CAUTIONS:** Avoid prolonged contact with skin, and breathing of dust, vapors and/or spray mists. Causes eye irritation. **USE WITH ADEQUATE VENTILATION!** Ensure fresh air entry during application and drying. If you experience eye water, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriately fitted respirator, (NIOSH approved), during and after application. Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes, skin and clothing. Use chemical safety glasses, goggles or a face shield for proper eye protection. Wash thoroughly after handling and before eating or smoking. Close container after each use. **DO NOT TAKE INTERNALLY!**

**FIRST AID:** In case of skin contact, wash thoroughly with plenty of warm soapy water. For eye contact, flush with plenty of water for 15 minutes and get medical attention immediately. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately. If swallowed, do not induce vomiting, get medical attention immediately.

**KEEP OUT OF REACH OF CHILDREN!**