



PRODUCT DATA SHEET

PROD. #7-22

HOLZTITE

ALKYD ENAMEL UNDERCOAT PRIMER/SEALER



PRODUCT DESCRIPTION

Richard's HOLZTITE Alkyd Enamel Undercoat Primer/Sealer is our finest professional alkyd primer/sealer, specially formulated for application to a variety of both interior and exterior substrates. Easy to apply, it provides excellent coverage, penetrates and seals new substrates, provides excellent enamel holdout, excellent adhesion, and is mildew resistant. It resists bleeding of tannic acids, which are present in most new wood species, has excellent sanding properties, may be applied to previously painted surfaces, and is mildew resistant and meets MPI Standard #136 of the Master Painters Institute's approved products list. Great for both interior & exterior use.



MEETS MPI STANDARD #136 OF THE MASTER PAINTERS INSTITUTE'S APPROVED PRODUCTS LIST.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES			
<ul style="list-style-type: none">• Penetrates & Seals• Excellent Coverage• Excellent Enamel Holdout• Resists Tannic Acid Bleed• Excellent Sanding Properties• Mildew Resistant• Excellent Product Versatility• Easy To Apply	Suitable for, but not limited to the following properly prepared surfaces;	Product Quality:	Premium Professional		
	INTERIOR/EXTERIOR <table><tr><td><ul style="list-style-type: none">• Gypsum Drywall• Wallboard• Plaster• Ceilings• Wood Doors & Trim</td><td><ul style="list-style-type: none">• Wood Fencing• Wood Siding• Wood Railings• Masonry & Brick• Ferrous Metal</td></tr></table>	<ul style="list-style-type: none">• Gypsum Drywall• Wallboard• Plaster• Ceilings• Wood Doors & Trim	<ul style="list-style-type: none">• Wood Fencing• Wood Siding• Wood Railings• Masonry & Brick• Ferrous Metal	Product Use:	Interior & Exterior
		<ul style="list-style-type: none">• Gypsum Drywall• Wallboard• Plaster• Ceilings• Wood Doors & Trim	<ul style="list-style-type: none">• Wood Fencing• Wood Siding• Wood Railings• Masonry & Brick• Ferrous Metal		
		Application:	Brush, Roller & Spray		
		Product System:	Solvent-Based		
Sheen:	Flat				
MPI Standards:	#136				
VOC Compliance:	No				
Great For Interior & Exterior Use!					
NOTE: Not for Use on Aluminum, Galvanized & Non-Ferrous Metal!					

SURFACE PREPARATION

GENERAL: The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, mildew, mill scale, form release agents, curing compounds, and any other surface contaminants that may adversely affect the performance of this coating material.

PAINTED SURFACES: Remove loose, scaling, cracked or peeling paint from previously painted surfaces in accordance with The Society for Protective Coatings specifications. Sand rough paint edges smooth to adjacent surface area. Sand glossy surfaces. Spot prime bare surface areas with recommended primer material and allow to thoroughly dry before applying finish coatings.

NEW SURFACES: **FERROUS METALS – IRON & STEEL:** Remove all surface contaminants, oil and grease in accordance with SSPC-SP1. Remove loose rust and rust deposits in accordance with SSPC-SP 2 – Hand Tool Cleaning, or SSPC-SP 3 – Power Tool Cleaning specifications. For optimal performance, clean the surface by abrasive blasting to achieve SSPC-SP 6/NACE 3 – Commercial Blast Cleaning standards. Prime all bare metal within 8 hours before flash rusting occurs.

DRYWALL: Insure that the surface is dust & chalk free, and primed with recommended primer.

WOOD: All new wood surfaces must be clean, dry and sound, and should be properly primed and painted before installation or immediately after. Do not allow exterior wood to weather. Weathered wood surfaces should be sanded to expose fresh wood surface before coating. Remove any grade stamps or pencil marks from new wood by lightly sanding. Wood moisture content should be below 15% and wood surfaces that have a mill glaze should be sanded to allow for proper adhesion.

MASONRY & CONCRETE: Allow a minimum 30 - 45 days to properly dry/cure. The surface should be tested for pH and alkali levels and should not read higher than a 10.0 level. Clean surface thoroughly to remove contaminants, oil, grease and embedded chemicals. Smooth, slick, glazed, poured or pre-cast concrete should be acid etched, abrasive or shot blasted providing a finish similar to that of 60 grit sandpaper.

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

TECHNICAL DATA

- **COLORS:** White
- **TINTING:** Universal Colorant (*Pastel Colors Only!*)
- **VEHICLE TYPE:** Alkyd
- **VISCOSITY:** 87 KU ± 3
- **FINISH:** Flat
- **FLASH POINT:** 107° F
- **COATING VOC:** Not to Exceed 410 g/l – 3.42 lbs./gal
- **SOLIDS BY VOLUME:** 50.39% ± 2%
- **SOLIDS BY WEIGHT:** 71.20% ± 2%
- **ESTIMATED COVERAGE:** 300 – 400 SFPG
(*Coverage will vary significantly depending on application method, surface porosity and condition of the surface.*)
- **RECOMMENDED MIL FILM:** (*Estimated @ 350 SFPG*)
Wet: 4.6 mils **Dry:** 2.3 mils
- **DRY TIME:** (*@ 70° F & 50% Relative Humidity*)
To Touch: 30 min. - 1 hr. | Recoat: 3 - 4 hrs.
(*Actual dry time may vary according to relative humidity, temperature, color, applied film build and air movement.*)
- **DRIES BY:** Oxidation / Solvent Evaporation
- **CLEAN UP:** Mineral Spirits
- **THINNING:** Not Recommended
- **WEIGHT/GAL:** 11.83 lbs.
- **SHELF LIFE:** 2 - 3 years unopened.
- **PACKAGING:** Gallons: 4/cs | 5 Gallon: Each

RECOMMENDED FINISH COATINGS

The following Richard's products are recommended finish coatings for this primer coating material, and 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

- 360, Rich Classic Acrylic Satin House & Trim Paint
- 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, or a quality natural china bristle brush.
- **Roller Application:** Apply using a 3/8" - 1 1/4" nap synthetic, lamb's wool or mohair roller cover, depending on texture or surface porosity.
- **Spray Application:**
 - **Pump:** Gas or Electric Airless Sprayer
 - **Pressure:** Minimum 2000 PSI
 - **Tip:** 0.017 – 0.019 Reversible
 - **Hose:** 1/4 inch (6.3 mm) - 3/8 inch (10 mm)

CLEAN UP & THINNING INSTRUCTIONS

Clean Up: Clean up any minor spills and spatters immediately with **Mineral Spirits**, as well as all painting tools and airless equipment. More serious paint 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. **Do Not Thin!**

PRODUCT APPLICATION – General

Richard's HOLZTITE Alkyd Enamel Undercoat Primer/Sealer may be easily applied with a quality brush, roller, or spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- **Brush Applications:** When applying by brush, use a quality nylon or polyester bristle brush, or a quality combination of both, and apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- **Roller Application:** When applying by roller cover, use a quality smooth, medium or rough nap roller, depending on surface porosity, and apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive resreading or reworking.
- **Spray Application:** When applying by airless spray equipment, use a unit with a minimum of 2000 psi of pressure, with a 0.017 – 0.019 fluid spray tip.
- Rough or textured surfaces coated using spray equipment should be back-rolled to ensure a uniform film, even coverage and proper adhesion.
- 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. Do not apply when surface and air temperature is within 5° of the dew point.
- 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 on Aluminum, Galvanized & Non-Ferrous Metal.
- 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: COMBUSTIBLE! Keep away from heat, sparks and open flames. **INSURE PROPER CROSS-VENTILATION UNTIL COATING HAS DRIED!** Where ventilation is inadequate, use a suitable respirator. Turn off main gas valve until after coating has dried, then have pilot lights re-lighted by a responsible person. Avoid prolonged contact with skin and breathing of vapors and/or spray mists. When spraying this material, use an OSHA approved cartridge respirator. 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.

NOTICE: Reports have associated repeated and prolonged occupational overexposure to solvents with permanent brain and nervous system damage. Intentional misuse by deliberately concentrating and inhaling the contents herein may be harmful or fatal.

KEEP OUT OF REACH OF CHILDREN!

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.

LIMITED WARRANTY

Richard's Paint Mfg. Co., Inc. warrants our products to meet the application, appearance and performance properties stated on the label. This Limited Warranty shall not apply to any defect or damage resulting from improper surface preparation, structural defects, failure of a previous paint or improper application of the coating, as described in the directions on the label of this container. If this product is found not to perform as specified, Richard's Paint will, at its option and upon presentation of proof-of-purchase (the original receipt), either furnish an equivalent amount of new product or refund the original purchase price of this product to you. **ALL OTHER WARRANTIES ARE EXCLUDED BY RICHARD'S PAINT MFG. CO., INC., EXPRESSED OR IMPLIED, STATUTORY, BY OPERATION OF LAW OR OTHERWISE, INCLUDING MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.**

LIMITATIONS

Seller's liability for any reason is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. **THIS WARRANTY EXCLUDES (1) LABOR AND COSTS ASSOCIATED WITH LABOR FOR THE APPLICATION OR REMOVAL OF ANY PRODUCT, AND (2) ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OR RESULTING FOR ANY REASON UNDER THE SALE, HANDLING, OR USE OF GOODS SOLD.** Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights, which vary from state to state. This Limited Warranty may not be transferred or assigned.

REV 05-18