



**ZINSSER® 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
- 35°F low application temperature
- Blocks stains
- Use with any topcoat
- Fast drying – Topcoat in under 1 hour

**PRODUCTS**

SKU	DESCRIPTION
290971	13 oz. Aerosol
286258	1 Quart
285085	1 Gallon
285090	5 Gallon Pail

**PRODUCT APPLICATION**

**SURFACE PREPARATION**

Surfaces should be clean, dry, sound, and free of dust, dirt, excessive chalky material, grime, grease, oil, wax, mildew, wallpaper, adhesive or any contamination that may interfere with adhesion. If unsure of cleanliness, always wash surface with an appropriate ammoniated cleaning solution 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 with the surface. Lightly sand exposed exterior wood with 80 to 100 grit sandpaper to remove loose or weathered wood fibers and mill glaze.

**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 deglossing. 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 Ultimate Stain-Blocker.

**MIXING**

Brush Goods - Mix thoroughly to ensure any settled pigment is re-dispersed.

**APPLICATION**

Apply only when air, material, and surface temperatures are between 35-90°F (2-32°C) and the relative humidity is below 85%.

Brush Goods - Thoroughly mix to ensure any settled pigment is re-dispersed before using. Apply using a synthetic (nylon or polyester) 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.



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### PRODUCT APPLICATION (cont.)

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Aerosol – **Do not spray indoors.** Shake can vigorously for one minute after the mixing ball begins to rattle. Turn upside down and continue shaking for one minute. If mixing ball fails to rattle DO NOT STRIKE CAN. Contact Rust-Oleum. Shake often during use. Hold can upright 10-12" from surface and spray with short 'dusting' strokes', slightly overlapping each stroke. Keep the can the same distance from the surface. Keep the can in motion while spraying. Apply two or more light coats a few minutes apart to avoid drips and runs. **Do not use near open flame.**

#### THINNING

Brush Goods - 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.

#### 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 2 ounces (59 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.

### PRODUCT APPLICATION (cont.)

#### DRY TIME

Brush - Dries to the touch in 30 minutes, can be recoated in 1 hour. Aerosol - Dries to the touch in 30 minutes, can be recoated in 30 minutes. 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

Brush Goods - Clean up spills and paint drips with warm water and liquid detergent. Wipe up splatters before they dry. Follow manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings. Aerosol - Wipe off tip before storing. Clean-up wet paint with xylene or mineral spirits. Properly discard empty container. Do not burn or place in home trash compactor. If the valve clogs, twist and pull off spray tip and rinse in a solvent such as mineral spirits. Do not insert any object into can valve opening.

#### LIMITATIONS

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

**TECHNICAL DATA**

**BEY123-10**



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**PHYSICAL PROPERTIES**

		QUARTS/GALLONS	AEROSOL
<b>Resin Type</b>		Styrenated Acrylic Copolymer	Acrylic Modified Alkyd
<b>Pigment Type</b>		Titanium Dioxide, Calcium Carbonate, Talc	
<b>Solvents</b>		Glycol Ethers, Water	Acetone, Aliphatic Hydrocarbons
<b>MIR</b>		NA	0.70 Max
<b>Fill Weight</b>		NA	13 ounces
<b>Weight</b>	<b>Per Gallon</b>	10.7 lbs.	NA
	<b>Per Liter</b>	1.3 kg	NA
<b>Solids</b>	<b>By Weight</b>	51.7%	NA
	<b>By Volume</b>	38.1%	NA
<b>Volatile Organic Compounds</b>		<100 g/l (0.83 lbs./gal.)	NA
<b>Recommended Dry Film Thickness (DFT) per Coat</b>		1.0-1.5 mils (25-37.5µ)	1.5-2.5 mils (37.5-62.5µ)
<b>Wet Film to Achieve DFT (Unthinned material)</b>		2.5-4.0 mils (62.5-100µ)	NA
<b>Practical Coverage at Recommended DFT (assume 15% material loss)</b>		400-450 sq. ft./gal. depending on application method and surface porosity	10-12 sq. ft./can (0.9-1.1 m <sup>2</sup> /can)
<b>Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity</b>	<b>Touch</b>	30 minutes	
	<b>Top Coat</b>	1 hour	30 minutes
	<b>Full Hardness</b>	7 days	
<b>Shelf Life</b>		5 years	
<b>Flame Spread (ASTM E84-97A)</b>		Class A or 1	NA
<b>Smoke Contribution (ASTM E84-97A)</b>		Class A or 1	NA
<b>Flash Point</b>		>200°F (93°C)	-156°F (-104°C)
<b>Storage</b>		40-90°F (4-32°C)	NA
<b>Safety Information</b>		For additional information, see SDS	

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Form: GDH-483  
Rev.: 060324