



ZINSSER® BULLS EYE 1-2-3® WHITE PRIMER

DESCRIPTION AND USES

Zinsser® Bulls Eye 1-2-3® is a premium, all-purpose, high-performance, water-base primer for interior and exterior residential, commercial, and industrial applications. It combines fast-dry convenience with outstanding adhesion to glossy surfaces and dependable stain blocking power. May be used under and over any oil or latex architectural paint. Dried film is mold and mildew resistant and inhibits rust. Apply to interior and exterior walls, ceilings, doors, trim, fascia, soffits, foundations, railings, and related paintable surfaces. It resists high pH surfaces (up to 12.5) and seals most porous surfaces. Bulls Eye 1-2-3 traps most stains in the primer film including graffiti, grease, rust, cedar and redwood tannin, creosote, and asphalt stains.

MPI #3, #6, #17, #50, #107, #125, #134, #137 Certified. Refer to the MPI website for the most current listing of MPI certified products.

PERFORMANCE CHARACTERISTICS

- Designed for interior and exterior surfaces
- Sticks to all surfaces and sands easily
- Bonds to glossy surfaces without sanding
- High hiding
- Formulated with stain-blocking resins
- Seals water-soluble tannin bleed on cedar and redwood
- Fast drying – Topcoat in 1 hour
- 35 F low temperature application
- High hiding formula blocks most stains
- Mold and mildew resistant and rust inhibitive film
- Easy soap and water clean-up

PRODUCTS

SKU	DESCRIPTION
2004	1 Quart
2001	1 Gallon
2000	5 Gallon

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.

PRODUCT APPLICATION (cont.)

SURFACE PREPARATION (cont.)

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.

PRIMING

Use on all types of bare or painted surfaces including wood, drywall, cured plaster, concrete, stucco and masonry, glossy enamels, hardboard, glass, tile, 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.

SEALING

Contains a unique resin that 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 Primer effectively 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.

APPLICATION

Shake or stir well and apply using brush, roller, or sprayer (follow spray equipment manufacturer's instructions; for airless spraying use .017 tip at 2000 - 2500 P.S.I.). If thinning is required add no more than 10 oz. (295 ml) of clean water per gallon and apply a second coat of primer. Apply between 35°F and 90°F (2°C and 32°C), and when the relative humidity is below 85%.



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PRODUCT APPLICATION (cont.)

TINTING

To improve the hiding power of the topcoat, tint Bulls Eye 1-2-3 toward the topcoat color with up to 2 oz. (59 ml) of universal colorant per gallon.

DRY TIME

Dries to the touch in about 30 minutes; can be topcoated in 1 hour. Full adhesion and hardness develops in 7 days.

COVERAGE

Approximately 400–450 sq. ft. (37–42m²) per gallon. Coverage may vary with application method and surface porosity.

PRODUCT APPLICATION (cont.)

CLEAN UP

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 solvent-based coatings.

LIMITATIONS

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

	TECHNICAL DATA	BEY123-01
	ZINSSER® BULLS EYE 1-2-3® WHITE PRIMER	

PHYSICAL PROPERTIES

		BULLS EYE 123 WHITE PRIMER
Resin Type		Styrenated Acrylic
Pigment Type		Titanium Dioxide
Solvents		Glycol Ethers, Water
Weight	Per Gallon	10.5 lbs.
	Per Liter	1.26 kg
Solids	By Weight	50.5%
	By Volume	34.0%
Volatile Organic Compounds		<100 g/l (0.83 lbs./gal.)
Recommended Dry Film Thickness (DFT) per Coat		1.0-2.0 mils (25-50µ)
Wet Film to Achieve DFT (Unthinned material)		3.0-6.0 mils (75-150µ)
Practical Coverage at Recommended DFT (assume 15% material loss)		450 sq. ft./gal. (11.1 m ² /l) non-porous 350 sq. ft./gal. (8.6 m ² /l) porous
Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity	Touch	35 minutes
	Topcoat	1 hour
	Stain Sealing	2 hours, 24 hours over cedar
	Full Hardness	7 days
Shelf Life		5 years
Flash Point		>200°F (>93°C)
Safety Information		For additional information, see SDS

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