



Primecoat Primer

Stucco & Base Coat Primer

Approved Substrates

Master Wall Base Coats
Stucco
Prepared & Base Coated
Surfaces of Brick, Concrete,
Masonry
Others approved in writing

VOC: <1% by Weight

VOC: 1.4 g/l

Manufacture Locations:

30058 • 77474 • 84651

Recycled Content: 0%

Packaging: 5 gallon (19L) pail

**Pail Weight: 58 lbs (26.3 kg),
Ultra Deep Base 53 lbs (24 kg)**

Coverage (estimated):

1000-1200 sf/pail (93-112 sm)

**Dry to Touch: 1 hour @ room
temperature**

**Recoat Time: 2 hours @ room
temperature**

**Drying Time: 12 hours @ room
temperature**

**Application Range: 40°-110°F
(5°-43°C)**

Shelf Life: 2 years

Product Test Standards

ASTM B117, ASTM E84, ASTM E108, ASTM
C67, ASTM D968, ASTM D2247/E2570, ASTM
D3273, ASTM D5420, ASTM E 96, ASTM
E2485/2570 (formerly EIMA 101.01), ASTM
G23/G154/G155, ASTM G53

Information contained in this product data sheet conforms to the standard detail recommendations and specifications for the installation of Master Wall Inc.® products and is presented in good faith. Master Wall Inc.® assumes no liability, expressed or implied as to the architecture, engineering, or workmanship of any project. This information may be concurrent with, or superseded by other applicable documents, such as specifications and details. Contact Master Wall Inc.® for the most current product information.
© 2020 Master Wall Inc.®

To finish strong you need a Superior Primer that can help solidify and protect the surface. Integrally colored Primecoat Primer helps make finishes brighter and deeper, reduces efflorescence and extends finish coverage rates. Suitable for priming new stucco and concrete that has a pH of 13 or less.

Application Procedure

Job Conditions - Air and substrate temperature for application of *Primecoat* must be 40°F (5°C) or higher and must remain 40°F (5°C) or higher for a minimum of 24 hours. Provide temporary protection to protect the wall system from damage until permanent flashings, caps and sealants are installed. Store materials within prescribed temperature limits and out of direct sunlight. Working and drying times are based upon normal room temperature conditions and will vary with temperature and humidity.

Preparation - The substrate must be approved by Master Wall Inc., clean, dry, structurally sound and free of efflorescence, oil, grease, form release agents and curing compounds or anything that would affect bond. Painted surfaces are not acceptable and must be removed.

Concrete - Must have cured a minimum of 28 days prior to the application of *Primecoat*. If form release agents or curing compounds exist on the surface, they must be removed with a solution of muriatic acid or similar product (with appropriate precautions). Remove any residual acid by flushing with water. All projections must be removed and any voids filled with *F&M*, *F&M Plus*, or *MBB*.

Masonry - Skim coat with *F&M*, *F&M Plus*, or *MBB* to achieve a smooth level surface. If joints are not struck flush, multiple coats may be required. Contact Master Wall for more information.

Stucco - Must have cured to a minimum pH of 10 or less or aged 7-14 days and be clean, dry and hard with a prior to the application of *Primecoat*. If additives were used in the stucco, it is recommended that a test patch be made to evaluate bond strength of the *Primecoat* to the stucco.

Master Wall Base Coats or Finishes/Previously Painted Surfaces/Cement Composition Siding—
Install and prepare according to published guidelines. Surfaces should be clean, dry, cured and ready to receive coatings.

Mixing - Thoroughly stir *Primecoat* into a homogenous consistency. Small amounts of clean, potable water may be added to obtain a workable consistency. Do not over mix. Do not exceed 24 ounces (0.7L) of water per pail. Do not add accelerators or retarders to *Primecoat*.

Application - *Primecoat* can be applied by brush, roller, or airless spray equipment. When using a roller, a maximum ¾" (19 mm) nap is recommended. Apply *Primecoat* in an even, continuous coat of about 3 mils, maintaining a wet edge.

Airless Spray Application: Pressure 2000 p.s.i., Tip .015– to .019 inch. Spray in a consistent manner or backroll after spraying for a consistent application.

Clean Up

Tools and equipment can be cleaned with soapy water when *Primecoat* is wet.

Limitations

Primecoat is not intended for use as the final finish coat over Master Wall base coats or other approved substrates.



Master Wall Inc.®
Building a Culture of Excellence

masterwall.com

PO Box 397 • Fortson • GA • 31808 • 800-755-0825 • Tech: 800-760-2861