



# Guide to Primer-Sealers *Solutions*

for interior and exterior use

Create a ready-to-paint surface, while sealing in odors and stains, and ensure the durability, appearance and success of your job.





# Why Prime-Seal

## Before you paint?

Priming and sealing creates a binding layer for finishing paint to adhere. It's designed and engineered to bond, correcting flawed or uneven surfaces and creating a smooth and consistent layer for paint to bind to. Primers also seal and prevent bleed through of stains or colors to topcoat. Skipping primer can result in an uneven, blotchy or inconsistent surface. Worse, your final paint job may be ruined or short lived.

**Use to seal porous surfaces and create a consistent surface with one topcoat:**

- Builder's flat paint, bare drywall, spackled areas
- Stucco, concrete and masonry
- Raw wood
- Weathered aluminum

**Permanently block out stains, preventing bleed through the topcoat:**

- Water, mildew, fire damage, and pet stains
- Tannin bleed, food and beverage stains
- Knots and sap streaks
- Graffiti, ink and crayon

**Hide dark colors and surfaces:**

- Decorative colors and faux finishes
- Panelling, wallcovering and borders
- Stained cabinets

**Create a layer to which paint will adhere, such as glossy, hard-to-paint surfaces, without sanding:**

- Finished woodwork, shelving
- Old glossy paints, varnished trim
- Glass, ceramic tile, decorative tile, formica
- Vinyl siding, shutters
- PVC piping, finished metals

**Extends topcoat longevity, washability and durability:**

- Improves flexibility and adhesion
- Prevents cracking, peeling, chalking, blistering and bleed-through

# Shellac-Based Primer-Sealer Ultimate Performance Stain Blocker

The original stain-blocking primer-sealer. Introduced in 1946 and still the industry standard.

100% white pigmented shellac, B-I-N blocks the worst stains, seals in the toughest odors and bonds tightly to glossy and dense surfaces. B-I-N seals in knots and sap streaks, grease stains, fire odor, and seals new wood.

No other primer performs as effectively or dries and cures as quickly as B-I-N.

- Shellac resin in B-I-N® seals pet, smoke and musty odors permanently and completely
- For interior and spot exterior use
- Covers and seals rust, greasy, oily areas and spackle repairs
- Outstanding for glossy surfaces like cabinets, doors, vinyl trim, formica and metal
- Completely seals and covers the toughest stains to prevent bleeding through new paint
- Sticks to surfaces without sanding
- Touch dry in 45 minutes; recoat in 2 hours
- Available in gallons, 5-gallon pails, quarts and aerosol spray for small or hard to reach areas



Mold & Mildew



Spackled Repairs



Cabinets & Doors

## *Clean up...*

Clean brushes and roller covers immediately after use. Do not soak in solvent as this can cause damage. Follow instructions on can. Pour the solvent (denatured alcohol) in a container. Clean and repeat using a clean container and solvent until free of primer.

# Water-Based Primer-Sealer

## All purpose, all surface.

### Easy clean-up.

Introduced in 1982, Bulls Eye 1-2-3 was the first water-base primer and bond coat and remains Zinsser's most popular primer.

There's a reason Rust-Oleum Zinsser Bulls Eye 1-2-3® Water-Base Primer is our most popular primer. This premium, whole-house primer-sealer provides outstanding performance indoors and out, with great flow and leveling and a flexible, acrylic formula. It sticks to the glossiest finishes and blocks difficult stains from appearing on your interior and exterior painted surfaces.



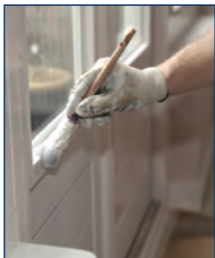
- Creates a mold and mildew resistant film
- For interior and exterior use
- Sticks to all surfaces without sanding
- Seals stains, graffiti and tannin bleed
- Rust inhibitive - great for new metal
- Fast 1 hour dry time
- Low-odor, soap and water cleanup
- Available in gallons, 5-gallon pails and quarts



Exterior Wood



Ceramic Tile



Vinyl Trim



Chalky Aluminum Siding

# Oil-Based Primer-Sealer Premium hiding power indoors and out

This unique oil-based primer is formulated to fast and yet remain flexible and durable enough for priming a variety of interior/exterior surfaces.

COVER-STAIN is breathable for top exterior performance and is an effective stain barrier. For painters who prefer and need oil-base performance, COVER-STAIN will provide top quality results and has great application properties.



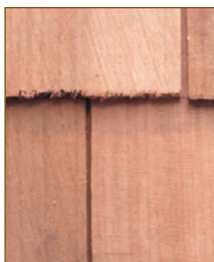
- Primer-sealer for interior



Wood Paneling



Aluminum Doors



Cedar Siding

and exterior

- Penetrates and seals porous surfaces such as wood siding, unfinished furniture, shelving, and spackled areas
- Covers exterior graffiti
- Is ideal for use under texture and popcorn finishes
- Blocks cedar & redwood bleed
- Adheres to hard-to-paint surfaces without sanding
- Fast dry time; recoat in 2 hours
- Available in gallons, 5-gallon pails and quarts

## *Clean up...*

Clean brushes and roller covers immediately after use. Do not soak in solvent as this can cause damage. Follow instructions on can. Pour solvent into a container, clean, working solvent through brush or roller cover. Repeat with a clean container and fresh solvent until clean.

# BEFORE YOU PAINT

## Surface Prep

### 1 BEFORE YOU BEGIN

- Remove switch plates, registers and grills
- Cover floor with plastic sheeting or canvas dropcloth
- Tape off surfaces you will not be painting

### 2 CLEAN to remove dirt, grime and residue.

- Use **Perma-Wash™ Disinfectant and Fungicide** to clean surface mold and mildew.
- Interior – clean with a solution of bleach and water – 1 cup bleach to 1 gallon of water



- Exterior – restore aluminum siding, vinyl, painted wood and other exterior surfaces with **JOMAX® House Cleaner and Mildew Killer**.
- Easy to apply, without scrubbing or power washing
- Unlike bleach, it won't damage home or surrounding plants, grass and shrubs

- Let cleaned surfaces dry thoroughly.

### 3 INSPECT THE SURFACE to assess the repairs to be made.

- Choose either Ready Patch for heavy-duty patching or or Ready Patch Lite for most quick repairs
- Cover the damage with compound and smooth with a wide-blade drywall knife. Let dry.



### 4 SAND LIGHTLY with a fine sandpaper.

Clean with a damp sponge to eliminate dust caused by sanding.

### 5 CHOOSE YOUR PRIMER based on the surface you wish to paint, and odor or stains you need to block. Apply with a natural or synthetic brush, roller, pad or sprayer.

### *Expert's Tip...*

Have your retailer tint the primer toward the color of your paint and you will use less paint! Research shows that one coat of tinted primer and one coat of paint will give you a better paint job than two coats of paint.

# PRIMER APPLICATION Recommendations

RECOMMENDED APPLICATIONS	B-I-N	1-2-3	COVER STAIN
<b>INTERIOR</b>			
Drywall	E	E	E
Cement Board	E	E	E
Plaster (1)	G	E	G
New Wood Trim/Doors	E	G	E
Plywood	G	G	E
Brick & Concrete (1)	G	E	G
Aluminum	G	E	G
Galvanized	G	E	NR
Wood Paneling	E	E	E
Fiberglass Doors	G	E	G
Glossy Paints & Clear Finishes	E	E	E
Ceramic Tile/Formica®	E	E	E
Wallcovering (non-porous)	E	E	E
<b>EXTERIOR</b>			
Cedar & Redwood <sup>(2)</sup>	*	G	E
T1-11/Plywood	*	E	E
Pressure Treated Wood	*	E	E
Brick/Concrete/Stucco <sup>(1)</sup>	*	E	G
HardiPlank®/HardiBoard®	*	E	G
Glossy Paints	*	E	E
Vinyl Siding	*	E	G
Aluminum	*	E	G
Galvanized	*	E	NR
Wrought Iron	*	G	E
Steel	*	E	E
PVC Pipe	*	E	G
<b>STAINS &amp; ODORS</b>			
Tannin Bleed <sup>(2)</sup>	E*	G	E
Knots & Sap	E*	NR	G
Rust	E*	E	G
Smoke & Fire Damage	E*	NR	E
Water Damage	E*	NR	E
Nicotine/Tobacco	E*	NR	E
Mildew Stains <sup>(3)</sup>	E*	G	E
Pet Stains	E*	NR	E
Asphalt/Tar/Grease	E*	E	NR
Creosote	E*	G	NR
Pencil	E*	E	E
Lipstick/Crayon	E*	E	G
Odor Sealing	E*	NR	F

E=Excellent (best recommendation)  
G=Good (may be used on this surface)  
F=Fair (may work, but not as reliable)  
NR=Not Recommended

NOTES: \*Use B-I-N for spot priming on exterior surfaces.  
(1) Allow new plaster and cement/stucco to cure 60-90 days before coating.  
(2) For best results allow Bulls Eye 1-2-3 to dry overnight before applying topcoat.  
(3) Use appropriate cleaner to remove mildew before priming.

# OTHER INTERIOR/EXTERIOR Paint Solutions



Coat right over peeling paint with Rust-Oleum Zinsser Peel Stop® Triple-Thick Primer. This interior and exterior, high-performance, low-VOC, water-based binding primer locks down and hides peeling, weathered surfaces, creating a smooth, white finish for your top coat.



Get all the benefits of our best-selling primer, plus reach new depths of color, with Rust-Oleum Zinsser Bulls Eye 1-2-3® Deep Tint Primer. This water-based, whole-house primer-sealer increases hiding power and preps the surface to require less top coat.



When you need the stain-blocking performance of an oil-based primer—without any solvent odor—choose Rust-Oleum Zinsser Odorless Oil-Base Stain Blocker. This low-VOC primer is specifically designed to seal tough stains in indoor areas where people are present. Non-yellowing, dries flat, sands easily.



Prep slick, glossy surfaces with Rust-Oleum Zinsser BONDZ® Maximum Adhesion Primer. This water-based, low-VOC primer has great flow and leveling and adheres to surfaces that typically resist coatings. Create a strong bond for any top coat (even solvent-based/epoxies). Get outstanding wet adhesion in moist or humid environments.

Consult dealer for more information about Problem Surface Sealer, or other Zinsser products, visit [www.rustoleum.com](http://www.rustoleum.com) or call us at (800) 323-3584.

 **RUST-OLEUM**  
CORPORATION

11 Hawthorn Pkwy., Vernon Hills, IL 60061

800-323-3584

An **RPM** Company

©2013 RUST-OLEUM CORPORATION

279216 1113