



## Perma-Flex® Colored Primer

### DESCRIPTION:

- 100 percent acrylic-based tintable primer for El Rey Perma-Flex® finishes.
- Enhances the appearance and uniformity of the finish.
- Water-vapor permeable. Does not create a vapor barrier.
- Reduces the chance of efflorescence which may result from the cement content of various bases.
- Improves finish coverage.

### USES:

Exterior and Interior:

- Insul-Bond™ basecoats
- Portland cement-based stucco
- Interior drywall
- Any surface suitable for El Rey Perma-Flex® finishes

### COMPOSITION:

- Binder base: 100 percent acrylic
- Water-based: VOC compliant
- Pigment base: Titanium dioxide
- Color: White or tinted to the color of Perma-Flex finish.

### COVERAGE:

One coat: 1600 - 2000 ft<sup>2</sup> (150 - 185 m<sup>2</sup>)/pail, approximately, depending on the method of application and surface to which it is applied.

### CONTAINER:

- 60 lbs. (27.7 kg) net weight in 5 gal. (18.9L) plastic pails.
- Storage: Protect from sun and freezing at all times.
  - Shelf Life: One year if protected from sun and frost.

### DRYING TIME:

Approximately 1/2 to 4 hours depending on temperature, humidity, and substrate.

### CLEAN-UP:

Water soluble prior to drying. Clean tools and containers with water prior to drying.

### SURFACE PREPARATION:

- Remove surface contaminants such as dust or dirt without damaging the substrate.
- For additional options for surface preparation, contact El Rey Technical Services.

### MIXING:

- Mix thoroughly. Up to 2 gallons (7.5L) of clean potable water can be added.
- Avoid creating air bubbles or foam.



**APPLICATION:**

- Apply with a roller, brush or suitable spray equipment in a continuous coat.
- Perma-Flex Colored Primer must completely dry before any El Rey Perma-Flex finish coating is applied.
- When using Perma-Flex finishes, the primer can be tinted to the color of the finish coating. Keep container closed when not in use.

**CAUTIONS AND LIMITATIONS:**

- Ambient and surface temperatures must be a minimum of 40° F (4° C) and rising during application and drying time. Supplemental heat and protection from precipitation must be provided as needed.
- Use only on surfaces that are sound, clean, dry, and free from any residue which may affect the ability of the Perma-Flex Colored Primer to bond to the surface.
- Not for use with cementitious stucco finishes.
- Always wear proper safety equipment, including particle mask, eye protection and gloves when mixing and/or applying this product.
- Keep this product out of the reach of children.

**Job Name** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Contractor** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Date** \_\_\_\_\_

**Submittal Approvals:** \_\_\_\_\_

**Stamps or Signatures** \_\_\_\_\_



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