



123 KEL-PRO

Heavy Bodied Latex Wall Primer

Product Description

A professional quality, interior, heavy-bodied latex wall primer. Designed to prime and surface interior wallboard. Good for commercial application.

Performance Features

- Uniforms Substrate
- Low Odor and VOC
- High Solids

Product Specifications

Resin Type	Vinyl Acrylic
Color Range	Off White
Drying Time (75° F. & 50% R.H.)	To touch: 1 hour To recoat: 4 hours.
Practical Coverage	approx. 150-200 sq. ft./gallon
Recommended Dry Film Thickness	3-5 mils
Weight Per Gallon	13.1 lbs.
Solids By Weight	64%
Solids By Volume	44%
Shelf Life	2 years (unopened containers)
Sizes	Five gallon containers
V.O.C.	<40 Grams per liter
Clean Up	Water

Product Analysis (by weight)

PIGMENT COMPOSITION	55%
Titanium Dioxide	4%
Calcium Carbonate:	43%
Silicates:	8%
VEHICLE COMPOSITION	45%
Vinyl Acrylic Resin:	9%
Water, Surfactants, Defoamers:	36%

Surface Preparation

WARNING! If you scrape, sand or remove old paint from any surface, 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. Carefully clean up with a wet mop or HEPA vacuum. Before you start, find out how to protect yourself and your family by contacting the U.S. EPA/Lead Information Hotline at 1-800-424-LEAD (5323) or log on to www.epa.gov/lead.

General:

All surfaces must be cured, firm, dry and cleaned free of dust, dirt, oil, grease, wax, chalky or loose paint, rust, loose mill scale, bond breakers and curing compounds, efflorescence, asphalt stains, mildew or any other contamination or condition that would adversely affect the performance of the coating. Sand glossy, glazed or dense surfaces. Fill holes and surfaces irregularities with a suitable patching compound to match the surface profile.

System Recommendations

Masonry:

PRIMER: 123 Kel-Pro heavy Bodied Latex Wall Primer

FINISH: Appropriate Kelly-Moore finish.

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Application

Brush, Roll or Spray. Do not apply when material, air, and/or surface temperature is below 50°F. Apply in a manner to achieve a uniform film free of voids and pinholes. If sprayed, better filling of surface pits, voids and cracks is achieved by back rolling.

Thinning

Apply at can consistency. If thinning is necessary to maintain workability, do not exceed one-half pint of water per gallon.

Precautions

Avoid contact with eyes, skin and clothing. Do not take internally. Wash thoroughly after handling. Close container after each use. Protect from freezing. For additional safety information, consult the Material Safety Data Sheet for this product.

USE ONLY WITH ADEQUATE VENTILATION
KEEP OUT OF REACH OF CHILDREN.

Proper Disposal

For proper disposal of excess material, please contact your local city or county waste management agency.

Limited Warranty: The statements made on this bulletin, product labels or by any of our agents concerning this material are given for information only. They are believed to be true and accurate and are intended to provide a guide to approved construction practices and materials. As workmanship, weather, construction equipment, quality of other materials and other variables affecting results are all beyond our control, Kelly-Moore Paint Company, Inc., does not make nor does it authorize any agent or representative to make any warranty of MERCHANTABILITY OR FITNESS for any purpose or any other warranty, guarantee or representation, expressed or implied, concerning this material except that it conforms to Kelly-Moore's quality control standards. Any liability whatsoever of Kelly-Moore Paint Company, Inc. to the buyer or user of this product is limited to the purchaser's cost of the product itself.