



# 247 ACRY-SHIELD

## 100% Acrylic Exterior Masonry Primer

### Product Description

A premium quality white pigmented 100% acrylic primer for concrete, masonry, stucco, plaster and fiber cement board. Forms a highly alkali resistant film and can be applied to surfaces having a pH of up to 13. Helps protect finish coats from lime burn, discoloration and efflorescence. Performs equally well under latex or alkyd finishes. Excellent for commercial and residential application.

### Performance Features

- Excellent Alkali Resistant
- Excellent Adhesion
- Interior/Exterior Use
- Cold Weather Application down to 38 degrees
- Excellent for Fiber Cement Board
- Low Odor & VOC
- Water Cleanup

### Product Specifications

Resin Type:	100% Acrylic
Color Range:	White
Drying Time: (75° F. & 50 R.H.)	To touch: 30 minutes To recoat: overnight.
Practical Coverage:	Approx. 250-350 sq ft/gallon
Recommended Dry Film Thickness:	1.5-2.0 mils per coat
Weight per Gallon:	9.7 lbs.
Solids by Weight:	44%
Solids by Volume:	33%
Shelf Life:	2 years (unopened containers)
Sizes:	One & five gallon containers
V.O.C.	<100 Grams per liter
Clean-up:	Water

### Product Analysis (by weight)

PIGMENT COMPOSITION		22%
Titanium Dioxide:		7%
Silicate:		14%
Zinc Oxide		1%

  

VEHICLE COMPOSITION		78%
Acrylic Resin:		22%
Water, Surfactants, Defoamers:		56%

### 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](http://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.

### Previously Painted Surfaces:

This product is not designed to eliminate required surface preparation. All peeling, flaking or moderate to heavy chalky surfaces must be removed to a firm, clean surface by sandblasting or other suitable means. Lightly chalking masonry surfaces should be primed with a Kelly-Moore Surface Conditioner.

### System Recommendations

#### New Concrete, Masonry, Stucco & Plaster:

PRIMER: 247 Acry-Shield 100% Acrylic  
Exterior Masonry Primer

FINISH: Appropriate Kelly-Moore finish.

### Application

Brush, roll or spray. Do not apply when material, air, and/or surface temperature is below 38°F or if rain is imminent. Extremely high or low temperature or periods of high relative humidity may adversely affect dry time. Stir thoroughly before and during use. Maintain a wet edge to avoid lap marks.

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## 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.

**Mildew:** This paint has been formulated to be mildew resistant, however, it will not mildew-proof the surface nor completely prevent or destroy mildew. Therefore, Kelly-Moore Paint Company Inc. assumes no responsibility for mildew development.

**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.