



## 250 COLOR SHIELD

### Exterior 100% Acrylic Primer-Sealer

#### Product Description

A general purpose, 100% acrylic primer with excellent adhesion and sealing qualities for exterior use on new or previously painted surfaces. Good for commercial and residential application.

MPI Approved Product Category: #6

#### Performance Features

- Seals Porous Surfaces
- Excellent Adhesion
- Cold Temperature Application (>38° F.)
- Meets Requirements for Manufactured Siding
- Fast Drying
- Water Clean up

#### Product Specifications

|                                 |  |
|---------------------------------|--|
| Resin Type:                     | 100% Acrylic   |
| Color Range:                    | White  |
| Drying Time:                    | To touch: 1 hour<br>(75° F. & 50% R.H.)<br>To recoat: overnight. |
| Practical coverage:             | Approx. 300-400 sq ft/gallon                                     |
| Recommended dry film thickness: | 1.5-2.0 mils per coat  |
| Weight per Gallon:              | 10.6 lbs.  |
| Solids by Weight:               | 49%  |
| Solids by Volume:               | 35%  |
| 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 |  | 26% |
|---------------------|--|-----|
| Titanium Dioxide:   |  | 13% |
| Silicate:           |  | 11% |
| Zinc Oxide:         |  | 2%  |

| VEHICLE COMPOSITION            |  | 74% |
|--------------------------------|--|-----|
| Acrylic Resin:                 |  | 23% |
| Water, Surfactants, Defoamers: |  | 51% |

#### 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

##### Concrete, Stucco Hardboard & Non-staining Wood:

PRIMER: 250 Color Shield Exterior Acrylic Primer-Sealer

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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## 250 COLOR-SHIELD (cont.)

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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.