



# FLEX PRIME

# 2333

Exterior Acrylic Latex Primer

## PRODUCT DATA

HMIS CODE:	
HEALTH: 1	FLAMMABILITY: 0
REACTIVITY: 0	PERSONAL PROTECTION: B

### AVAILABLE IN:

**BASES:** None

**COLORS:** 2333 White

**DESCRIPTION:** PARKER PAINT's Flex Prime is a 100% acrylic latex primer for use on most properly prepared exterior surfaces. PARKER PAINT's Flex Prime has excellent adhesion and flexibility, goes on smoothly, dries quickly for possible same day top-coating and is soap and water clean up. PARKER PAINT's Flex Prime can be used as a primer on most properly prepared new and previously painted wood, concrete, masonry and stucco substrates.

**NOT RECOMMENDED FOR:** Bare metal, glass, some plastics (test first), silicone caulks, new untreated aluminum or galvanized metal or as a finish coating.

**SURFACE PREPARATION:** Before applying, read and follow all directions and cautions on container label. All surfaces to be primed, old and new, must be sound, clean, dry and free of dust, saw dust, dirt, efflorescence, oils, chalk, mildew, blistering or peeling paint, organic matter or any other contamination that can affect the paint film. This can be achieved by wire brushing, scraping, pressure washing, acid etching, sand blasting or any other allowable means for removing surface contaminants. New wood, concrete and/or masonry substrates should have a moisture content not exceeding 15% as determined by a moisture meter. The moisture meter probes need to be 1/4" below the substrate surface of concrete and masonry. Some coatings may require a moisture content reading well below this amount. New concrete, masonry, and stucco must be allowed to dry and cure for a minimum of 30 days prior to painting.

If hi-pressure water cleaning is used to remove flaking or peeling paint, or for washing the house or structure, it should be let to dry for one week in good weather before priming and/or painting. The moisture content of the substrate should not exceed 15% as determined by a moisture meter. Clean and fill all major cracks, voids, nail and staple holes. Repair any moisture problems. Mold and mildew can be removed by washing a surface with a solution of 6-8 ounces of a non-phosphated detergent with 1 quart bleach in 1 gallon of hot water. Let sit 15-20 minutes after applying the solution, then rinse thoroughly with fresh water. Shrubbery and plants should be watered down and covered before applying solution. Wear protective eye shields and clothing while using this solution. Let substrate dry thoroughly before priming. Caution should be taken if a flammable product is used for cleaning.

For special painting and/or cleaning procedures, ask a PARKER PAINT representative for additional instructions.

### RECOMMENDED PRIMERS:

WOOD: Self Prime

MASONRY/CONCRETE: Self Prime  
/STUCCO: 1840 Alkali Resistant Primer

METAL: 1651 Zinc Phosphate Alkyd Primer  
1652 Rust Proof Red Alkyd Primer  
1655 White Alkyd Primer  
1679 Overlay Red Alkyd Primer

GALVANIZED & ALUMINUM:  
1821 Galv O Prime

### APPLICATION:

Mix paint thoroughly before using.

### RECOMMENDED DRY FILM THICKNESS

**PER COAT:** 1.6 mils

**WET FILM TO ACHIEVE DFT:** 4.9 mils

(Unthinned Material)

### THEORETICAL COVERAGE

**AT RECOMMENDED DFT:** 300 - 350 sq. ft. per gal.

Coverage will depend on the method of application, porosity and texture of the surface. Do not apply exterior paint coatings during rain, or in damp, foggy or freezing weather. Any one or all of these conditions can affect the drying, appearance and durability of a paint coating.

Flex Prime must be applied thick enough to thoroughly coat the substrate being primed. This is to provide the best possible shield against any stains permeating through the coating. In some cases a second coat may be required or a coating of an oil base primer may be needed to prevent excessive staining.

### RECOMMENDED APPLICATION

#### TEMPERATURES AND HUMIDITY:

50 - 90° F (10 - 32° C) 50 - 55% RH

Do not apply a paint coating to a hot surface or in the direct sunlight. One or both could cause the coating to blister and/or peel.

**DRYING TIMES: TACK FREE:** 1 hr

@ 77° F RECOAT: 4 hrs

and 50 - 55% RH DRY HARD: 24 hrs

**NOTE:** See back under Precautionary Information.

### EQUIPMENT RECOMMENDATIONS:

**BRUSH/ROLLER:** Use a premium quality nylon or pure bristle brush and/or a quality roller covers (1/2" nap minimum).

**AIRLESS SPRAY:** Fluid Pressure 1800-2200 PSI. Tip orifice size .015-.021. Filter 60 mesh.

**THINNING:** No thinning is recommended. If thinning is necessary, add no more than 4 fl. oz. of clean water per gal.

**CLEAN-UP:** Clean all tools and equipment immediately after use with water.

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(continued over)

**PRODUCT ANALYSIS: 2333**

<b>PIGMENT:</b>		29%
Titanium Dioxide	54%	
Silicates	29.5%	
Nepheline Syenite	16.5%	
	<hr/>	
	100%	

<b>VEHICLE:</b>		71%
Acrylic Emulsion	50%	
Ethylene Glycol	4%	
Water & Additives	46%	
	<hr/>	
	100%	100%

**VEHICLE TYPE:** Acrylic**SOLVENT TYPE:** Water**VOC GRMS/L:** 12.2 grams/liter 1.02 lbs./gal.**APPEARANCE:** Flat**GLOSS RANGE:** N/A**VISCOSITY:** 88 - 92 Ku's  
(@ 77° F [25° C])**% SOLIDS BY WEIGHT:** 46.2 ± 1.5%**% SOLIDS BY VOLUME:** 32.5 ± 1.5%**WEIGHT/GAL:** 10.3 - 10.7 lbs/gal.**PACKAGING:** FIVE: X ONE: X QT: X**SHELF LIFE:** N/A**TINTING:** Parker Paint's Color Guild Colorants. Limit amount of tinting colorant to 2 oz. per gallon.**PRECAUTIONARY INFORMATION:  
CLOSE CONTAINER AFTER EACH USE****KEEP OUT OF REACH OF CHILDREN****DO NOT TAKE INTERNALLY****FLASH POINT:** N/A (Set-A-Flash)**D.O.T. (REQUIREMENTS):** N/A**STORE** in a clean dry place.**RECOMMENDED STORAGE TEMPERATURES**  
should be between 40 - 100° F (5 - 38° C)**KEEP FROM FREEZING.****EXTINGUISHING MEDIA:** Water may be used to cool closed containers to prevent pressure build-up and explosion when exposed to extreme heat.**NOTE:** Avoid any exterior application of a latex paint late in the afternoon, when dew or condensation is likely to form, or if rain is threatening. Dry times will vary depending upon substrate and air temperature, air circulation or ventilation. Do not apply Flex Prime if the surface or air temperature is or soon will be below 50° F or above 90° F or in direct sunlight to a hot surface. Any one or all of these conditions can affect the drying, appearance and durability of a paint coating."Surfactant Bleed," sticky, white, brown or clear runs or spots can occur on newly painted surfaces if exposed to moist conditions before surfactants can evaporate from the drying paint film. Cedar, redwood, fir, plywood and many other wood by-products contain a soluble extractive which can discolor white or light colored latex and oil base paints. This extractive staining can develop months after the finish is applied. It is recommended that a primer specifically formulated to retard this discoloration be used first. There is no guarantee that one coat of either a latex or oil base primer will prevent excessive extractive bleeding. This product has been formulated to resist mildew growth on dried paint film. There are no known methods or chemicals to eliminate the growth of mildew if the conditions are favorable to its growth; therefore Parker Paint Company assumes no responsibility for mildew development.**USE WITH ADEQUATE VENTILATION.** Avoid prolonged or repeated contact with skin and breathing vapors or spray mist. Coatings should only be applied when ventilation is adequate. If there is not adequate ventilation, applicators should wear respirator approved by NIOSH / MSHA (TC-23C or equivalent).**ENVIRONMENTAL CONSIDERATIONS**  
Formulated without lead or mercury.**MATERIAL SAFETY DATA SHEET AVAILABLE ON REQUEST**

REVISED: 12/96 AE (Supersedes 8/94)

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