



# TECHNICAL DATA SHEET

## COLOR PRIME-W™

Water-based, acrylic,  
semi-transparent primer  
DS474

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### PRODUCT DESCRIPTION

Color Prime-W is a water-based, acrylic, semi-transparent pigmented primer specially developed for use on stucco and other cementitious substrates. Because it is semi-transparent, tinted colors are affected by the color of the substrate.



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### BASIC USES

Application on cured stucco provides more uniform surface conditions and color background, while still allowing enough suction for good trowel application of Dryvit textured finishes. Surface crazing, laitance and alkaline “hot spots” in new stucco are minimized. It may also be applied over Dryvit base coats, concrete, masonry, brick and other porous surfaces where a Dryvit textured finish may be directly applied. It may be used in both interior and exterior applications. Application on Dryvit base coats in cold weather can minimize the development of efflorescence.

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### PROPERTIES

**Drying Time:** Will vary according to temperature, humidity and porosity of surface coated. Under ambient conditions [70 °F (21 °C), 55% R.H.], Color Prime-W dries to touch in 30 minutes and is sufficiently dry for application of finish in 2-4 hours.

**Job Conditions:** Air and substrate surface temperature must be 40 °F (4 °C) or higher and remain so for a minimum of 24 hours.

**Temporary Protection:** Shall be provided at all times until the primer, finish and permanent flashings, sealants, etc. are completed to protect the wall from weather and other damage.

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### SURFACE PREPARATION

Substrate surface temperature must be above 40 °F (4 °C) and must be clean, dry, structurally sound and free of efflorescence, grease, oil, form release agents and curing compounds. On painted surfaces, remove all blistered, peeling or loose paint to a sound substrate. Remove gloss by sanding. Concrete should be cured for 28 days.

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### MIXING

Stir or mix to a uniform consistency with a slow speed (500 RPM or less) mixer. In multi-pail applications, mix the contents of each pail into the partially used pail to ensure color consistency and smooth color transitions from pail to pail.

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### APPLICATION

Application with standard airless spray equipment is recommended. Roller or brush application may also be used, but may result in a more streaky, uneven dry appearance. It is recommended to be spray applied as a “fog coat” evenly over stucco that has been damp cured for 3 days. Apply to a wet thickness sufficient to uniformly coat the substrate without runs or buildup of material. Work to a wet edge to minimize lap marks. Note: Darker colors or thicker applications may result in an opaque film.

**Tinting:** When pails are tinted with the same color tint recipe used for pails of DPR finish, the approximate color of the finish will be developed when application is over a white substrate. Color that develops on stucco or base coats will be darker, varying with the color of cement used. Only one base is available, as tinted color matches are expected to be approximate.

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### COVERAGE

Varies according to the texture and porosity of the substrate on which it is applied, and the application techniques used. Coverage of 1000-1500 ft<sup>2</sup> (93-140 m<sup>2</sup>) per pail is typical. The best way to accurately estimate coverage is to test a pre-measured area using the substrate and application techniques for the job in question. WFT 5.35-8.02 mils, DFT 1.47-2.20 mils, Vol Solids 27.45%

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## STORAGE

Color Prime-W must be stored at a minimum of 40 °F (4 °C) and a maximum of 100 °F (38 °C) in tightly sealed containers protected from weather and out of direct sunlight.

The shelf life is 2 years from date of manufacture when properly stored in unopened pails.

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## CAUTIONS & LIMITATIONS

Avoid applying Color Prime-W in direct sunlight. Always work on the shady side of the wall or protect the area with appropriate shading material.

Not for use on horizontal, traffic-bearing surfaces.

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## CLEAN UP

Clean tools with water while Color Prime-W is still wet.

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## TECHNICAL AND FIELD SERVICES

Available upon request.

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