PRODUCT DESCRIPTION:
CERAMIC FORCE® Primer Sealer is a high quality, acrylic blend, insulating ceramic, exterior primer sealer. Formulated with ceramic fillers, CERAMIC FORCE® Primer Sealer provides insulating and soundproofing values along with a uniform, easy to apply, flat priming latex finish. This is not a high hide primer. Its performance stems from the high concentration of resin that provides for outstanding bonding, priming and sealing of most any exterior surface. CERAMIC FORCE® Primer Sealer will seal most stains, but if stains persist, a compatible stain blocker must be used on the problem areas. When applied according to specifications, the CERAMIC FORCE® paint product line offers a 15 YEAR LIMITED MATERIAL WARRANTY.

CERAMIC FORCE® PRODUCT LINE:
#2500 CERAMIC FORCE® Modified Acrylic Ceramic FLAT Wall & Trim House Paint
#2525 CERAMIC FORCE® Modified Acrylic Ceramic SATIN Wall & Trim House Paint
#2550 CERAMIC FORCE® Modified Acrylic Ceramic SEMI-GLOSS Wall & Trim House Paint
#2590 CERAMIC FORCE® Acrylic Blend Ceramic FLAT Exterior Primer & Sealer
#2595 CHALK-FORCE™ Epoxy Acrylic Blend Chalk Sealer & High pH Hot Surface Sealer

CERAMIC FORCE® PRIMER SEALER USES:
For use on wall and trim surfaces: wood, concrete, brick, masonry, plaster, stucco and primed metal (no rust) and various other substrates.

STAINS:
Spot prime all stains before priming entire area. CERAMIC FORCE® Primer Sealer will seal most stains. If stain persists, a compatible stain blocker must be used on the problem areas. Wood knots should be spot primed with shellac. Pressure treated wood must be aged at least 6 months before priming.

SURFACE PREPARATION:
PREVIOUSLY PAINTED SURFACES:
Thoroughly clean surface of dirt, oil, grease, chalk or foreign matter by scraping, sanding, scrubbing and/or rinsing. Scrape off any loose, blistering, cracking or peeling paint using a wire brush and scraper. Dull any nonporous or glossy surfaces by thorough washing with an abrasive kitchen cleaner or by scuff sanding before washing. This primer will resist mildew growth, but will not kill spores, which are nearly invisible and must be removed prior to painting. Scrub soiled, chalky or mildewed surfaces with a solution of one cup detergent, one quart household bleach and one gallon of water. Protect shrubbery and grass. Wash house from bottom up including eaves, soffit and fascia. The complete surface to be painted must be cleaned even if it looks clean, because invisible residues may cause peeling. Rinse surface thoroughly. Let dry 24 hours. Patch cracks and holes with patching paste. Spot prime patched areas before priming entire wall with a full coat of CERAMIC FORCE™ Primer Sealer.

UNPAINTED SURFACES:
Wood: Prime bare wood with one or two coats of Primer Sealer depending on condition of the surface. Sand weathered or discolored wood down to solid wood. Clean free of all dust, then prime. Wood knots should be spot primed with shellac. Pressure treated wood must be aged at least 6 months before it can be primed.

Metal: Clean surface of all grease, oil and foreign matter before priming. Rusted metal and galvanized metal must be primed with METAL-PRIME™, a Red Iron Oxide Primer Sealer.

Masonry: Prime masonry before painting. New masonry must either be sealed with CHALK-FORCE™ or aged 60 days before priming.

Plastered Walls: Surface must be dry, cured and hard. Textured or swirl types and soft porous or powdery plaster must be treated with a solution of one pint household vinegar in one gallon of water. Repeat until surface is hard. Rinse with plain water. Let dry and apply a coat of CERAMIC FORCE™ Primer Sealer.

APPLICATION PROCEDURE:
Stir well before using. Thinning is not recommended but if necessary use water sparingly. Do not apply when temperatures are below 40 degrees Fahrenheit or when humidity is very high. Do not apply when primer will be subjected to rain or heavy dew. Apply using brush, roller or spray. When rolling, apply in an “N” pattern first, then cross roll to spread paint, and finish with light roller strokes in downward direction. Always roll or brush from untouched into wet paint areas. Let dry at least 4 hours before applying the first coat of CERAMIC FORCE® paint. Wait at least two weeks before washing the dry paint film.

CLEAN UP:
Clean up all spills, tools and overspray immediately while the coating is still wet with warm soapy water.

TECHNICAL SPECIFICATIONS:

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>SPECIFICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINISH</td>
<td>Flat</td>
</tr>
<tr>
<td>COLOR:</td>
<td>White (tintable)</td>
</tr>
<tr>
<td>VEHICLE TYPE:</td>
<td>Copolymer Emulsion</td>
</tr>
<tr>
<td>SOLIDS by WEIGHT:</td>
<td>52% +/- 2%</td>
</tr>
<tr>
<td>SOLIDS by VOLUME:</td>
<td>40% +/- 2%</td>
</tr>
<tr>
<td>V.O.C.’s (averages):</td>
<td>.40 lbs./gal. • 48.0 g/liter</td>
</tr>
</tbody>
</table>

Ambient Temperature of 77°F and RH of 50%

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>SPECIFICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD RATE</td>
<td>200 to 350 sq.ft./gal.</td>
</tr>
<tr>
<td>DRY TO TOUCH</td>
<td>2 to 4 Hours</td>
</tr>
<tr>
<td>RECOAT</td>
<td>4 Hours</td>
</tr>
<tr>
<td>CURE TIME</td>
<td>5 to 7 Days</td>
</tr>
<tr>
<td>SIZES</td>
<td>1 Gal., 5 Gal., 55 Gal.</td>
</tr>
<tr>
<td>GALLON WEIGHT</td>
<td>11.1 lbs. +/- .3 lbs.</td>
</tr>
</tbody>
</table>

Information presented on this Data Sheet has been compiled from sources to be reliable, and is accurate and reliable to the best of our knowledge and belief but is not guaranteed to be so.
**Product Identification**

- **Product Name:** Ceramic Force® Primer
- **Product Code #:** 2590
- **General Usage:** Exterior Latex Primer
- **General Description:** Pigmented Latex Primer
- **C.A.S. Number:** None Established; Mixture

**Manufacturer Information**

- **Manufacturer’s Name:** Nationwide Protective Coating Mfrs., Inc.
- **Address:** 7106 24th Court East; Sarasota, FL 34243-3993
- **Emergency Telephone:** 1-800-423-7264 or 941-753-7500
- **Information:** 1-800-423-7264 or 941-753-7500
- **Web Site:** www.nationwidecoatings.com
- **E-Mail:** info@natcoat.net
- **Date Effective:** January 1st, 2005

**Chemical and Physical Properties**

- **Color:** White
- **Physical State:** Liquid
- **Boiling Point:** 212 Fahrenheit
- **Specific Gravity (H2O=1):** >1
- **Vapor Presence:** about same as H2O
- **Percent Volatile:** 60-65%
- **Evaporation Rate (Butyl Acetate=1):** <1
- **Odor:** Pungent Odor
- **Odor Threshold:** Unknown
- **Melting Point:** N/A
- **Freezing Point:** 32 Fahrenheit
- **Solubility in H2O:** Soluble
- **pH (undiluted):** 8 to 8.5
- **Vapor Density (Air=1):** <1

**Ingredients**

- **Modified Acrylic Polymer**
  - C.A.S. #: 13463-67-7
- **Titanium Dioxide**
  - C.A.S. #: 12174-11-7
- **Attapulgite Clay**
  - C.A.S. #: 12001-26-2
- **Mica**
  - C.A.S. #: 1317-65-3
- **Calcium Carbonate**
  - C.A.S. #: 1317-65-3
- **Texanol**
  - C.A.S. #: 112-34-5
- **Butyl Carbitol**
  - C.A.S. #: 107-21-1
- **Ethylene Glycol**
  - C.A.S. #: 7664-41-7
- **Ammonia**
  - C.A.S. #: 92704-41-1
- **Calcined Clay**
  - C.A.S. #: 66402-68-4
- **Ceramic Microspheres**
  - C.A.S. #: 92704-41-1

**Fire Protection Information**

- **Decomposition/Combustion:** N/A
- **Flash Point:** N/A; Does Not Burn
- **Recommended Extinguishing Media:** N/A
- **Flammable Limits:** N/A

**Storage and Reactivity**

- **Hazardous Polymerization:** Will Not Occur
- **Storage Conditions:** Keep from Freezing
- **Toxic Products Which May Form:** None

**Transportation**

- **Hazard Classes:** None; Not Hazardous
- **Hazard Labels:** Not Required
- **Hazard Determination:** MSD Sheet
- **Shipping Containers:** Varies
- **Shipping Class:** Class 55; Water Based Paint

**Health Hazard Data**

**SHORT TERM EXPOSURE**

- **Route of Entry:**
  - Inhalation: Precautionary Treatment
  - Skin: Expected None
  - Eyes: Flush Immediately with large amounts of water for at least 15 minutes, holding eyelids open. Call a physician if irritation persists
  - Ingestion: Call a physician if significant amounts have been Swallowed. Give patient large amounts of water or milk for dilution.

**LONG TERM EXPOSURE**

- **Carcinogen:** None
- **Target Organ Effects:** None
- **Other Health Hazards:** None Known

**Personal Protection**

- **Respiratory Protection:** No inhalation hazard expected
- **Protective Clothing:** None Required
- **Ventilation:** Local
- **Other Protective Measures:** Safety Glasses

**Spill or Leak Protection**

- **Accidental Release or Spill:** Collect liquid or solidify with absorbent package for disposal
- **Neutralizing Chemical/Media:** N/A

**Treatability**

- **Biodegradability:** With water prior to cure.
- **Influence on Biological Wastewater Treatment:** None
- **Other Impacts on Wastewater Treatment:** None
- **Recommended Wastewater Treatment:** Dilutable
- **Constituents Interfering With or Not Amenable to Biological or Wastewater Treatment:** None

**Labeling**

- **Explanation of Unique Labeling System:** None Used

**Waste Disposal**

- **Dispose of in accordance with Federal, State and Local guidelines.**