



ELASTOMERIC CERAMIC PERMAPRIME™ WATERPROOFING ADHESIVE GRAY ROOF PRIMER SEALER

**PRODUCT
DATA
#7594**

03/30/10
superseding: 09/29/09

PRODUCT DESCRIPTION:

PERMAPRIME™ is a gray, elastomeric waterproofing, acrylic adhesive, insulating ceramic, Roof Primer Sealer. A waterborne, latex based, high resin content formula with ceramic pigments that seals and primes most roofing surfaces preparing it for a top coat. PERMAPRIME™ is pigmented to a gray finish that absorbs heat allowing it to dry faster. A waterproofing primer sealer that will bond, seal and help insulate most any new or existing exterior roofing surface. The high resin content provides excellent adhesion to the surface then forming a tight bond to the finish coat. The bond that is formed between PERMAPRIME™ and the finish coat eliminates any possibility of moisture under the finish coat thus extending the coatings life considerably. Designed as a primer coat for PERMAKOTE®, PERMAKOTE® SEMI-GLOSS, PERMAKOTE® SILVER SEAL and PERMAKOTE PLUS® Roof Coating Systems, but can be used as a primer for most any latex based paint or coating. A coat of PERMAPRIME™, PERMABOND™ or METAL-PRIME RED-OX™ is required as a primer for warranty conformance for the PERMAKOTE®, PERMAKOTE® SEMI-GLOSS, and PERMAKOTE PLUS® Roof Coating Systems. Inquire about all details including specific instructions and application procedures when a Nationwide Limited Material Warranty is desired.

PRODUCT USES:

Excellent adhesion on most any sloped or flat roof surfaces (not exceeding ½ of an inch of Ponding Water in any area of roof surface) including: weathered wood, shakes, plywood, clapboard, primed metal, galvanized, aluminum, tin, copper, asbestos, asphalt, urethane, polyester, adobe, brick, stucco, concrete, clay, masonry, slate, slab, built-up-roofs, modified bitumen membranes, rolled roofing, mineral surfaced roofing and various other substrates. For use on residential, commercial and industrial applications. For styrofoam, EPDM and rubber roofs inquire about PERMABOND™ Clear Adhesive Primer Sealer.

STAINS: Spot prime all stains before priming entire area. PERMAPRIME™ will seal most stains. If stain persists, a stain blocker should be used.

SURFACE PREPARATION:

For proper adhesion it is essential that the surface is prepared properly. Clean Exterior Surfaces by thoroughly pressure washing with a water and chlorine solution using at least 1500 P.S.I. to remove any previous coatings, dirt, grease, and other foreign materials, especially mold, mildew and algae. PERMAPRIME™ will resist mildew growth, but will not kill mildew already on the surface. Rinse thoroughly. Remove loose paint and powdery substances. Patch any holes, cracks, seams, imperfections, etc., with PERMAPATCH™, Waterproofing Caulk & Sealant.

Metal: Clean surface of all grease, oil and foreign matter before priming. Rusted metal and uncoated metal must be primed with METAL-PRIME RED-OX™, a Red Iron Oxide Primer Sealer. Use a degreaser on galvanized or coated metals which have oils or surface treatments. Check PERMAPRIME™ adhesion on galvanized or coated metal by applying to a small area and evaluating after 48 hours. If lack of adhesion is present after evaluating, metal must be lightly scuffed without penetrating the coated finish or galvanizing. If applicable, use METAL-PRIME RED-OX™ to spot prime the penetrated areas, then use PERMAPRIME™ Primer for entire coated or galvanized surface.

NOTE: New masonry must age 60 days before priming or you can apply a sealer coat of CHALK FORCE™ Surface Conditioner & Chalk Sealer before PERMAPRIME™.

APPLICATION PROCEDURE:

Stir well before using. Do not thin, use product as is. Do not apply when temperatures are below 45 degrees Fahrenheit or when humidity is very high. Do not apply when coating will be subjected to rain or heavy dew before it has had enough time to dry (approx. 1 to 2 hours). Drying time will vary depending on temperature, humidity and location. Apply using brush, roller or spray. Spread primer uniformly. Spread Rate will vary depending on substrate. Apply a coat between 10 to 16 mils wet film thickness. Wait at least 4 hours before applying a compatible paint or coating.

Airless Sprayers: Use at least a 1 gallon per minute piston type airless sprayer with a minimum tip size of .021. Remove all line filters and gun filters before spraying.

Clean Up: Clean all spills and tools immediately after use while coating is wet with warm soapy water.

Ambient Temperature of 77°F and RH of 50%

TECHNICAL SPECIFICATIONS:

Rates & Times May Vary Beyond Specifications

FINISH:	Flat	SPREAD RATE:	50 to 125 sq.ft./gal.
COLOR:	Gray	DRY to TOUCH:	1 to 2 Hours
VEHICLE TYPE:	Copolymer Emulsion	RECOAT:	4 Hours
SOLIDS by WEIGHT:	50% +/- 2%	CURE TIME:	5 to 7 Days
SOLIDS by VOLUME:	41% +/- 2%	SIZES:	1 Gal., 5 Gal., 55 Gal.
V.O.C.'s (averages):	.71 lbs./gal. • 85.0 g/liter	GALLON WEIGHT:	10.1 lbs. +/- .3 lbs.

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.

In Any Event Nationwide Protective Coating Manufacturers, Inc. will not be liable or responsible for any past, present or future leaks or any resulting consequential or incidental damages.



MATERIALS HEALTH, SAFETY AND ENVIRONMENTAL DATA SHEET

**MSDS#:
7594**

Product Identification	Product Name: PERMAPRIME™ Product Code #: 7594 General Usage: Exterior Latex Elastomeric Roof Primer General Description: Pigmented Latex Roof Primer C.A.S. Number: None Established; Mixture	
Manufacturer Information	Manufacturer's Name: Nationwide Chemical 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 1 st , 2005	
Chemical and Physical Properties	Color: Gray Physical State: Liquid Boiling Point: 212 Fahrenheit Specific Gravity (H ₂ O=1): >1 Vapor Presence: about same as H ₂ O Percent Volatile: 55-60% Evaporation Rate (Butyl Acetate=1): <1	Odor: Pungent Odor Odor Threshold: Unknown Melting Point: N/A Freezing Point: 32 Fahrenheit Solubility in H ₂ O: Soluble pH (undiluted): 8 to 8.5 Vapor Density (Air=1): <1
Fire Protection Information	Decomposition/Combustion: Flash Point: Recommended Extinguishing Media: Flammable Limits:	N/A N/A; Does Not Burn N/A N/A
Storage and Reactivity	Hazardous Polymerization: Storage Conditions: Toxic Products Which May Form:	Will Not Occur Keep from Freezing None
Transportation	Hazard Classes: Hazard Labels: Hazard Determination: Shipping Containers: Shipping Class:	None; Not Hazardous Not Required MSD Sheet Varies Class 55; Water Based Paint
Container Labeling	Explanation of Unique Labeling System: None Used	

Health Hazard Data	SHORT TERM EXPOSURE	
	Route of Entry: Inhalation: Skin: Eyes: Ingestion:	Precautionary Treatment Expected None Expected None Flush Immediately with large amounts of water for at least 15 minutes, holding eyelids open. Call a physician if irritation persists Call a physician if significant amounts have been Swallowed. Give patient large amounts of water or milk for dilution.
	LONG TERM EXPOSURE	
	Carcinogen: Target Organ Effects: Other Health Hazards:	None None None Known
Personal Protection	Respiratory Protection: Protective Clothing: Ventilation: Other Protective Measures: Eye Protection:	No inhalation hazard expected None Required Local None Safety Glasses
Spill or Leak Protection	Accidental Release or Spill: Neutralizing Chemical/Media:	Collect liquid or solidify with absorbent package for disposal 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	
Recommended Waste Disposal	Dispose of in accordance with Federal, State and Local guidelines.	