



**ELASTOMERIC ACRYLIC ADHESIVE**  
**ULTRA PRIME MAXX™**  
**HIGH PERMEABILITY / BREATHABILITY**  
**WHITE WALL PRIMER SEALER**

**PRODUCT DATA**  
**#2790M**  
  
**11/24/14**  
*superseding: 03/28/13*

**PRODUCT DESCRIPTION:**

**ULTRA PRIME MAXX™** is a white, acrylic elastomeric high permeability and high breathability, waterproofing adhesive, bonding Primer Sealer. A waterborne, latex based, high resin content formula that contains minimal fillers & pigments. **ULTRA PRIME MAXX™** revitalizes and strengthens the surface to which it is applied, preventing cracking, efflorescence, spalling and segregation. **ULTRA PRIME MAXX™** will bond and seal most any exterior surface. Excellent penetrating characteristics enable **ULTRA PRIME MAXX™** to permeate into the substrate providing a permanent bond to the finish coat. On non-porous substrates, 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 **ULTRA PRIME MAXX™** and the finish coat eliminates any possibility of moisture under the finish coat thus extending the coating's life considerably. Can be used as a primer for most any latex based paint or elastomeric coating.

**PRODUCT USES:**

Excellent adhesion on most any interior or exterior surface including: weathered wood, shakes, plywood, clapboard, primed metal, galvanized, synthetic or aluminum siding, aluminum, tin, copper, asbestos, asphalt, urethane, polyester, Styrofoam, adobe, brick, stucco, concrete, clay, masonry, slate, slab and various other substrates. For interior or exterior use on residential, commercial and industrial applications.

**STAINS:** Spot prime all stains before priming entire area. **ULTRA PRIME MAXX™** will seal most stains. If stain persists, a compatible stain blocker must be used on problem area(s).

**SURFACE PREPARATION:**

Trenching is necessary to form a complete seal. If applicable, trench 4 to 6 inches around the perimeter of the structure. Prepare 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. **ULTRA PRIME MAXX™** will resist mildew growth, but will not kill mildew already on the surface. Clean Interior Surfaces by washing off all dirt, grease, soap and oil build-up with a powdered household cleaner and water. 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 **ULTRA PRIME MAXX™** 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 **ULTRA PRIME MAXX™** Primer for entire coated or galvanized surface.

NOTE: Wood knots should be spot primed with shellac. Pressure treated wood must be aged 6 months before priming. New masonry must age 60 days before priming or you can apply a sealer coat of **CHALK FORCE™** Surface Conditioner & Chalk Sealer before or instead of **ULTRA PRIME MAXX™**.

**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 (approximately 2 to 4 hours). Drying time will vary depending on temperature, humidity and location. Apply using brush, roller or spray. Spread coating uniformly. Spread Rate will vary depending on surface. Apply each coat between 6 to 10 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 up all spills, tools and overspray immediately while the coating is still wet with warm soapy water.

Ambient Temperature of 77°F and RH of 50%

**TECHNICAL SPECIFICATIONS:**

Rates & Times May Vary Beyond Specifications

FINISH:	Matte	SPREAD RATE:	100 to 150 sq.ft./gal.
COLOR:	White	DRY to TOUCH:	1 to 2 Hours
VEHICLE TYPE:	Copolymer Emulsion	RECOAT:	4 Hours
SOLIDS by WEIGHT:	57% +/- 2%	CURE TIME:	5 to 7 Days
SOLIDS by VOLUME:	42% +/- 2%	SIZES:	1 Gal., 5 Gal., 55 Gal.
V.O.C.'s (averages):	.34 lbs./gal. • 40.2 g/liter	GALLON WEIGHT:	11.4 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.