



**MODIFIED ACRYLIC CERAMIC
CERAMIC FORCE®
INSULATING & SOUNDPROOFING
EXTERIOR PRIMER and SEALER**

PRODUCT DATA
#2590
06/20/14
superseding: 03/26/10
15 YEAR LIMITED MATERIAL WARRANTY

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. It's 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: Ambient Temperature of 77°F and RH of 50%

FINISH:	Flat	SPREAD RATE:	200 to 350 sq.ft./gal.
COLOR:	White (tintable)	DRY to TOUCH:	2 to 4 Hours
VEHICLE TYPE:	Copolymer Emulsion	RECOAT:	4 Hours
SOLIDS by WEIGHT:	52% +/- 2%	CURE TIME:	5 to 7 Days
SOLIDS by VOLUME:	40% +/- 2%	SIZES:	1 Gal., 5 Gal., 55 Gal.
V.O.C.'s (averages):	.40 lbs./gal. • 48.0 g/liter	GALLON WEIGHT:	11.1 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.



MATERIALS HEALTH, SAFETY AND ENVIRONMENTAL DATA SHEET

**MSDS#:
2590**

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 1 st , 2005	
Chemical and Physical Properties	Color: White Physical State: Liquid Boiling Point: 212 Fahrenheit Specific Gravity (H ₂ O=1): >1 Vapor Presence: about same as H ₂ O 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 H ₂ O: Soluble pH (undiluted): 8 to 8.5 Vapor Density (Air=1): <1
Ingredients C.A.S. Numbers	Modified Acrylic Polymer Titanium Dioxide Attapulgite Clay Mica Calcium Carbonate Texanol Butyl Carbitol Ethylene Glycol Ammonia Calcined Clay Ceramic Microspheres	Proprietary (non-hazardous) C.A.S.#: 13463-67-7 C.A.S.#: 12174-11-7 C.A.S.#: 12001-26-2 C.A.S.#: 1317-65-3 C.A.S.#: 25265-77-4 C.A.S.#: 112-34-5 C.A.S.#: 107-21-1 C.A.S.#: 7664-41-7 C.A.S.#: 92704-41-1 C.A.S.#: 66402-68-4
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

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	
Labeling	Explanation of Unique Labeling System: None Used	
Waste Disposal	Dispose of in accordance with Federal, State and Local guidelines.	

EMERGENCY & INFO: 1-800-423-7264

Form based on O.S.H.A. Form 20. Information presented herein has been compiled from sources to be reliable and is accurate and reliable to be the best of our knowledge and belief but is not guaranteed to be so.

EMERGENCY & INFO: 941-753-7500