



**BULLS-EYE®
1-2-3 WATER-BASED PRIMER**

DESCRIPTION AND USES

Zinsser® Bulls-Eye 1-2-3® is a high hide water-based styrenated acrylic water-based primer-sealer stain blocker and bond coat designed for priming all surfaces. Apply to interior and exterior walls, ceilings, doors, trim, fascia, soffits, foundations, railings, and related paintable surfaces. Bulls-Eye 1-2-3 bonds to wood, plaster, concrete, gloss enamels, hardboard, glass and tile. It provides a rust inhibitive coating on iron railings, steel frames, piping, etc. It resists the growth of mold and mildew in damp, humid environments. It resists high pH surfaces (up to 12.5) and seals most porous surfaces. Bulls-Eye 1-2-3 traps most stains in the primer film including graffiti, grease, rust, cedar and redwood tannin, creosote, and asphalt stains.

Zinsser Bulls-Eye 1-2-3 is also available in a solvent-based aerosol.

MPI #3, #6, #17, #50, #107, #125, #134, #137 Certified*

PERFORMANCE CHARACTERISTICS

- Designed for interior and exterior surfaces
- Bonds to glossy surfaces without scuff sanding
- Formulated with stain-blocking resins
- Rust inhibitive – may be used to prime ferrous metal
- Is mold and mildew resistant
- Fast drying – Recoat in under 1 hour
- Sticks to all surfaces and sands easily
- High hiding formula blocks most stains
- Excellent for sealing water soluble tannin bleed on cedar and redwood
- Easy soap and water clean-up

PRODUCTS

SKU	Container Size
2008**	Aerosol
2004	1 Quart
2001	1 Gallon
2000	5 Gallon

* Refer to the MPI website for the most current listing of MPI certified products.

** The aerosol version is a solvent-based acrylic copolymer, which offers the same performance as the water-based counterpart.

PRODUCT APPLICATION

SURFACE PREPARATION

Surfaces should be clean, dry, sound and free of dust, dirt, excessive chalky material, grime, grease, oil, wax, mildew, wallpaper, adhesive or any contamination that may interfere with adhesion. If unsure of cleanliness, always wash surface with an appropriate ammoniated cleaning solution or solvent (do not use TSP as a cleaner). Remove any peeling and/or unsound coatings. Sand any remaining paint film edges smooth with the surface. Lightly sand exposed exterior wood with 80 to 100 grit sandpaper to remove loose or weathered wood fibers and mill glaze.

When priming over stained areas, first attempt to remove as much of the stain as possible by washing, sanding, scraping, etc. Bare wood that has been exposed for more than 4 weeks should be lightly sanded or abraded to remove weathered wood fibers. Remove exterior mold & mildew with Zinsser Jomax® Mildew Killer and House Cleaner. Remove interior mold and before painting with a solution of one cup household bleach per gallon of water or a quality mildew cleaner. Rinse well and allow surface to dry completely before priming. Countersink exposed nail heads, spot prime and fill all nail holes and gouges with Zinsser Ready Patch® spackling compound. Wire brush rusty areas. Spot prime knots and sap streaks with B-I-N® Primer-Sealer before whole surface priming with Bulls-Eye 1-2-3.

WARNING! If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH-Approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.



TECHNICAL DATA

BULLS-EYE 1-2-3 WATER-BASED PRIMER

PRODUCT APPLICATION (cont.)

MIXING

Brush Goods - Mix thoroughly to ensure any settled pigment is re-dispersed. **DO NOT THIN.**

APPLICATION

Apply only when air, material, and surface temperatures are between 50-90°F (10-32°C) and the surface temperature is at least 5°F (3°C) above the dew point. The relative humidity should not be greater than 85%.

Brush Goods - Mix thoroughly to ensure any settled pigment is re-dispersed before using. In most cases only one coat is necessary to prime most surfaces. If excessive absorption occurs over very porous substrates a second coat may be necessary. Spot priming is recommended only under high-hiding topcoat paints. For best results, prime entire surface before painting. Apply with a natural or synthetic bristle brush, roller, pad or sprayer. Follow manufacturer's instructions when using spray equipment. Airless spraying - use a .017" tip at 2000 to 2500 psi.

Aerosol - Shake can vigorously for one minute after the mixing ball begins to rattle. If mixing ball fails to rattle **DO NOT STRIKE CAN.** Contact Rust-Oleum. Shake often during use. Hold can upright 10-16" from surface and spray in a steady back-and-forth motion, slightly overlapping each stroke. Keep the can the same distance from the surface. Keep the can in motion while spraying. Apply two or more light coats a few minutes apart to avoid drips and runs. **Do not use near open flame.**

PRODUCT APPLICATION (cont.)

CLEAN-UP

Brush Goods - Clean up spills and paint drips with warm water and liquid detergent. Wipe up splatters before they dry. Follow manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating solvent-based coatings.

Aerosol - Wipe off tip before storing. Clean-up wet paint with xylene or mineral spirits. Properly discard empty container. Do not burn or place in home trash compactor. If the valve clogs, twist and pull off spray tip and rinse in a solvent such as mineral spirits. Do not insert any object into can valve opening.

**TECHNICAL DATA****BULLS-EYE 1-2-3 WATER-BASED PRIMER****PHYSICAL PROPERTIES**

		Aerosol	Brush Goods
Resin Type		Styrene Acrylate Copolymer	Styrenated Acrylic
Pigment Type		Titanium Dioxide	Titanium Dioxide
MIR		1.2 Max	NA
Fill Weight		13 ounces	NA
Solvents		Acetone, Aliphatic Hydrocarbons	Glycol Ethers, Water
Weight	Per Gallon	NA	10.5 lbs.
	Per Liter	NA	1.26 kg
Solids	By Weight	NA	50.5%
	By Volume	NA	34.0%
Volatile Organic Compounds		N/A	<100 g/l (0.83 lbs./gal.)
Recommended Dry Film Thickness (DFT) per Coat		1.5-2.5 mils (37.5-62.5 μ)	1.0-2.0 mils (25-50 μ)
Wet Film to Achieve DFT (Unthinned material)		NA	3.0-6.0 mils (75-150 μ)
Theoretical Coverage at 1 mil DFT (25μ)		NA	545 sq.ft./gal. (13.4 m ² /l)
Practical Coverage at Recommended DFT (assume 15% material loss)		10-12 sq.ft./can (0.9-1.1 m ²)	450 sq.ft./gal. (11.1 m ² /l) non-porous 350 sq.ft./gal. (8.6 m ² /l) porous
Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity	Touch	30 minutes	35 minutes
	Recoat	1 hour	1 hour
	Stain Sealing	2 hours, 24 hours over cedar	2 hours, 24 hours over cedar
	Full Hardness	7 days	7 days
Shelf Life		5 years	5 years
Flame Spread (ASTM-84-97A)		N/A	Class 1
Smoke Contribution (ASTM-84-97A)		N/A	Class 1
Flash Point		-156°F (-104°C)	>180°F (82°C)
Safety Information		For additional information, see MSDS	

Calculated values may vary slightly from the actual manufactured material.

The technical data and suggestions for use contained herein are correct to the best of our knowledge, and offered in good faith. The statements of this literature do not constitute a warranty, express, or implied, as to the performance of these products. As conditions and use of our materials are beyond our control, we can guarantee these products only to conform to our standards of quality, and our liability, if any, will be limited to replacement of defective materials. All technical information is subject to change without notice.