

CLARE Primer



Product Information

Our fast-drying, multi-surface acrylic primer blocks stains and seals your surface to ensure a smooth, uniform finish. This Zero VOC*, low odor formula also delivers a long-lasting bond to a variety of interior surfaces including drywall, wood, and masonry, as well as hard-to-stick surfaces, such as aged alkyd, aluminum, and galvanized metal.

Our low-odor, Zero VOC* paints are GREENGUARD Gold Certified, which means they meet the most stringent standards for low chemical emissions and support better indoor air quality.

**Zero VOC means no carbon-based solvents (volatile organic compounds) have been intentionally added to this product, although trace amounts of VOC may be present as residual components of other ingredients.*



Prep

Proper prep is the secret to a flawless finish. To start, make sure your walls are clean, dry, and free from any dust, oil, mildew, wax, or other substances. If necessary, sand or scrape any loose or peeling paint. Repair any cracks, holes, or imperfections, and make sure surfaces are smooth and dusted clean before painting. We suggest dulling glossy surfaces with fine grit sandpaper to ensure proper adhesion.

Our paint is self-priming on most properly prepared surfaces, but if you're painting over a higher gloss finish or a darker color, we recommend using our multi-purpose primer first. For best results, always apply two coats of paint. For more information on how to prep for painting, visit: www.clare.com/paintprep.

SOLVENT TYPE: Waterborne

RESIN TYPE: Acrylic

FINISH (ASTM D 523): 2-8% on a 60° meter

COLORS: Stock white

VISCOSITY AT 77°F/25°C: 91-100 KU

MAXIMUM VOC CONTENT: 3 g/L (by ASTM Test Method D 6886)

SOLIDS BY VOLUME (ASTM D 2697): 36.2% ± 2%

SOLIDS BY WEIGHT: 50.0 ± 2%

WEIGHT PER GALLON (ASTM D 1475): 10.86 lbs

COMPOSITION BY WEIGHT:

PIGMENT: 34.6%

PRIME PIGMENTS*: 11.1

REINFORCING PIGMENTS: 23.5

VEHICLE: 65.4%

ACRYLIC RESINS: 12.4

WATER & ADDITIVES: 53.0

*Prime pigments include titanium dioxide (TiO₂), plus all other pigments directly adding to the hiding power of this paint.

RECOMMENDED FILM THICKNESS PER COAT:

WET: 5.5 mils

DRY: 2.0 mils

PRACTICAL COVERAGE PER COAT AT RECOMMENDED DRY FILM THICKNESS:

One gallon of Clare Primer will cover 225-275 square feet depending on the condition of your wall or surface.

THINNING RECOMMENDATION: This coating is intended to be applied without thinning or diluting under normal environmental and application conditions. If necessary to maintain good workability, add up to 1/4 pint (4 fl. oz.) of clean water per gallon of coating.

AVERAGE DRY TIME @ 77°F/25°C (ASTM D 1640): Dries to the touch in 30-60 minutes. Recommended wait time between coats is 2-4 hours. High humidity and cool temperatures may result in longer dry and recoat times.

APPLICATION EQUIPMENT: Brush, roller, airless spray

PACKAGING: One-gallon containers

STORAGE: Store in a dry area. Protect from freezing. Protect from temperatures above 110°F for extended periods of time. Extreme temperatures may cause paint to become unusable.

CLEANUP: Clean with warm, soapy water.

DISPOSAL: Dispose of paint according to your local regulations, and never pour paint down your drain. For information on safe paint disposal, visit: clare.com/safety.

COMPLIES WITH: ARB 2007 SCM & CALGreen 2013; CHPS Section 01350; SCAQMD Rule 1113; LEED® 2009 IEQ; LEED® v4 EQ; UL GREENGUARD Gold Certified

SAFETY DATA SHEET: Available at www.clare.com/safety

SPECIAL INSTRUCTIONS: CAUTION: Scraping or sanding surfaces of older buildings (especially pre-1978) may release dust containing lead or asbestos. Always wear personal protective equipment while sanding and washing these surfaces. EXPOSURE TO LEAD OR ASBESTOS CAN BE VERY HAZARDOUS TO YOUR HEALTH. Always wear appropriate personal protective equipment during surface preparation, and finish cleanup of any residues by waterwashing all surfaces. For more information, visit clare.com/Safety or call EPA's National Lead Information Hotline at 1-800-424-LEAD, or visit www.epa.gov/lead/or/asbestos, or contact your state or local Health Department.

Clare paint does not cause, prevent, or fix the growth of mold, mildew, or other fungi. Painted surfaces in high-moisture spaces, such as bathrooms, or homes in excessively humid climates, should have proper ventilation to help avoid mildew and mold.

Clare Primer seals and blocks out most household stains, such as crayon, pencil, ink, and felt marker. After priming stained areas, test that the stain has been sealed by applying the topcoat to a small area. More than one coat may be necessary on severe stains. Clare Primer may block minor dried water stains, however, a solvent-based stain blocking primer, such as pigmented shellac, is recommended.

Do not apply when the air or surface temperature is below 50°F.

INGREDIENTS: Water (07732-18-5), Acrylic Resin (25586-20-3), Talc (Asbestos-Free) (08005-37-6), Rutile Titanium Dioxide (01317-80-2), Kaolin Clay (01332-58-7), Heavy Paraffinic Petroleum Distillates (64742-65-0), Silica, Amorphous Synthetic (07631-86-9), Aluminum Hydroxide (21645-51-2), Cellulose Fiber (21645-51-2)

CLARE

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