



**B-I-N®**  
The original shellac-base interior/spot primer-sealer



**Bulls Eye 1-2-3®**  
All-purpose water-base interior/exterior primer-sealer



**Cover Stain®**  
All-purpose oil-base interior/exterior primer-sealer



**Bulls Eye® ODORLESS**  
All-purpose solvent-base interior primer-sealer

## ZINSSER PRIMER-SEALERS

Professional painters know you get a better paint job if you start with an undercoat designed to seal, prime and block out stains. Zinsser Primer-Sealers are specially formulated to perform where common paint and primers will not, producing a professional result every time. Zinsser Primer-Sealers are guaranteed to work under or over all oil- and water-base architectural paints.

### WHY PRIME?

Whether it's a new house or an old apartment, your new paint job will look better and last longer if you prime before you paint.

Here's why:

#### Primers are different from paints...

Zinsser primer formulas are 'resin rich' for performance, while paints are pigment rich as a function of colour. Research even shows that one coat of primer and one coat of paint is a more reliable system than two coats of paint.

#### Priming prepares the surface...

Primers are formulated to fill open pores, creating a smooth, even and uniform base, to ensure true enamel holdout. New paint spreads further and often will cover in just ONE coat.

Priming also helps the paint get a better 'grip' so it isn't as likely to crack, peel or blister.

Uncoated drywall or porous 'builder's flat' paint can soak up expensive paint and leave a weak and uneven appearance. By priming before you paint, the topcoat will have a more even sheen.

#### A stain-killing primer stops bleeding stains from ruining a new paint job...

Zinsser **B-I-N** shellac-base primer-sealer is the best primer-sealer/stain-killer money can buy and is great for challenging interior stains like:

- Fire, smoke, water, tannin bleed, grease, mildew and other stains
- **B-I-N** is a great exterior spot primer for knot bleed and sap streaks

- **B-I-N** is the best odour barrier and great for blocking residual fire, pet and musty odours

#### Zinsser water-base primer-sealers are preferred for oil-soluble stains like:

- Kitchen grease, lipstick, crayon, tar and asphalt

#### Zinsser oil-base primer-sealers are preferred for water-soluble stains like:

- Water stains, smoke and nicotine stains, tannin bleed, markers and ink

#### Zinsser primers stick to glossy surfaces...

Hard, slick or glossy surfaces are no problem for the high-adhesion qualities of Zinsser primers. Specially formulated resins firmly anchor the primer film to these challenging surfaces without tedious and dusty sanding.

Product Info.	B-I-N®	Bulls Eye 1-2-3®	Cover Stain®	ODORLESS®
Recoat time @ 21°C & 50%RH	45 min.	1 hr.	1 hr.	2 hrs.
Minimum use temperature	-18° C	10° C	4° C	4° C
Maximum tint per gallon	56.5 mL	56.5 mL	56.5 mL	28.25 mL
% Solids by weight	52.1	53.0	66.3	77.2
Airless Spray Application				
Tip Size	.011" - .013"	.015" - .017"	.015" - .017"	.017"
PSI	800 - 1200	2000 - 2500	1500 - 2000	1750 - 2250
Filter Mesh	100	60	60	60
Coverage	46.5 m <sup>2</sup>	37.2 - 41.8 m <sup>2</sup>	37.2 - 41.8 m <sup>2</sup>	32.5 - 37.2 m
Clean up	Alcohol or ammonia & water	Soap and water	Mineral spirits	Mineral spirits

# GENERAL SURFACE PRIMING (New or previously coated surfaces)

E = Excellent (Best recommendation) G = Good (May be used on surface) F = Fair (May work, but not most reliable) NR = Not recommended

EXTERIOR	B-I-N	1-2-3	CS	OD	INTERIOR	B-I-N	1-2-3	CS	OD
Siding, walls, foundation, etc.					Walls, ceiling				
Cedar/Redwood (1)	*	G	E	*	Drywall (7)	E	E	G	G
Pine	*	E	G	*	Greenboard	E	G	E	E
Aluminum	*	E	G	*	Cement board	E	E	E	E
Asbestos shingle	*	E	G	*	Plaster (8)	G	G	E	E
Plywood	*	E	G	*	Wood panelling	E	E	E	E
T1-11	*	E	G	*	Vinyl coating panelling	E	E	E	E
Stucco	*	E	G	*	Stucco	G	E	G	E
Masonry	*	E	G	*	Masonry/Cement block	G	E	G	G
Cement block	*	E	G	*	Wallcovering, porous	E	NR	G	G
Vinyl	*	E	G	*	Wallcovering, non-porous	E	E	E	E
Hardboard	*	E	E	*	Formica®	E	E	E	E
HardiPlank®/HardiBoard®	*	E	G	*	Texture finish	G	G	E	E
Corrugated Iron (2)	*	G	E	*	Particleboard	G	G	E	E
Galvanized metal	*	E	NR	*	Plywood	G	G	E	E
Porch floor, deck patio, etc.	*	**	**	*	Drywall mud skimcoat	G	G	E	E
Trim, doors, windows, etc.					Masonite®	E	E	E	E
Pine	*	E	E	*	Ceramic tile	E	E	E	E
Cedar/Redwood (1)	*	G	E	*	Trim, doors, windows, cabinets, etc.				
Pressure-treated wood	*	E	G	*	Wood	E	G	E	E
Aluminum	*	E	G	*	Formica®	E	E	E	E
Vinyl	*	E	G	*	Aluminum	G	E	G	G
Copper (3)	*	NR	E	*	Vinyl	G	E	G	E
Galvanized metal	*	E	NR	*	Copper (3)	G	NR	E	E
Wrought iron (2)	*	NR	E	*	Steel	E	E	E	E
Steel (2)	*	E	E	*	Floors				
Other					Wood	E	**	**	**
Glass	*	E	E	*	Concrete	E	**	**	**
PVC Pipe	*	E	G	*	Tile	E	**	**	**
Fiberglass	*	E	G	*	Hard linoleum	E	**	**	**
Rusty nail heads (2)	*	G	E	*	Congoleum® (resilient flooring)	NR	**	**	**
Ceramic tile	*	E	E	*	Other				
Glazing putty	G	G	E	*	Fiberglass	G	E	G	G
Stains					Glass	E	E	E	E
Asphalt/Tar/Grease	E	E	NR	*	PVC Pipe	G	E	G	G
Creosote	E	G	NR	*	Stains				
Knots	E	NR	NR	*	Asphalt/Tar/Grease	E	E	NR	NR
Sap streaks	E	NR	NR	*	Creosote	E	G	NR	NR
Fuel Oil	E	E	NR	*	Knots	E	NR	NR	NR
Copper stains (3)	E	NR	G	*	Sap streaks	E	NR	NR	NR
Rust stains	E	G	G	*	Fuel Oil	E	E	NR	NR
Mildew stains (5)	E	G	G	*	Nicotine/Tobacco	E	NR	E	E
Smoke/Fire damage	E	NR	G	*	Rust stains	E	G	G	G
Graffiti	E	E	G	*	Mildew stains (6)	E	G	G	G
Food/Beverages	E	G	G	*	Smoke/Fire damage	E	NR	G	E
Marker, water	E	F	E	*	Graffiti	E	G	G	G
Marker, solvent	E	E	F	*	Food/Beverages	E	G	G	G
Tannin (1)	NR	G	E	*	Marker, water	E	F	E	E
Wax bleed	G	NR	E	*	Marker, solvent (4)	E	E	F	F
Crayon	E	G	G	*	Tannin (1)	E	F	E	E
Ball point ink (4)	E	NR	G	*	Builder pencil	E	E	E	E
Water, severe	E	NR	G	*	Lipstick	E	E	G	G
Water, minor	E	F	G	*	Water, severe	E	NR	G	G
					Water, minor	E	F	G	G
					Crayon	E	G	G	G
					Ball point ink (4)	E	NR	G	G

## Notes

- \* Except where noted, on exterior surfaces use B-I-N for spot priming only
- \*\* Not recommended for floors
- 1 For best results allow BE 1-2-3 to dry overnight before applying topcoat
- 2 If metal is prone to chronic rusting use rust-inhibitive primer
- 3 In some cases BE 1-2-3 may turn blue or green when applied to copper

4 Solvent-base stains may require a second coat

- 5 Use Zinsser House Wash to remove exterior mold and mildew stains
- 6 Use Zinsser Mould & Mildew Stain Remover to remove interior mildew
- 7 B-I-N, CS and OD may raise nap fibers on new drywall
- 8 New plaster must be thoroughly cured before priming