



## TECHNICAL DATA SHEET

# PAINT & PRIMER

PREMIUM INTERIOR / EXTERIOR  
100% ACRYLIC FLAT  
2351 SERIES

Tower Paint & Primer Interior / Exterior Flat is a high solids, 100% Acrylic self-priming finish that provides premium performance and exceptional value to professionals and homeowners alike. Tower Paint & Primer applies smoothly and provides excellent adhesion, durability and coverage. Tower Paint & Primer is an excellent choice for interior and exterior applications on a wide variety of commercial, residential, and institutional surfaces. Tower Paint & Primer contains a highly effective anti-microbial additive that prevents the growth of mold, mildew, algae and other organisms on the paint film. The traditional finish hides minor surface imperfections and is easy to touch up. Tower Paint & Primer is available in white and thousands of light to accent custom colors. Tower Paint & Primer is a Low VOC and APEO-free coating and contains no ethylene glycol, crystalline silica, lead, or mercury.

### SURFACE PREPARATION

Ensure that all surfaces are clean prior to painting. Dust, chalk, oil, grease, wax, polish, mold and mildew stains, loose and peeling paint, rust, and all other foreign materials must be removed.

**New Drywall:** Sand all drywall surfaces until smooth. Remove any remaining drywall dust and allow compounds to dry completely before coating. Prime with this product.

**New Plaster:** Dry and cure new plaster for at least 30 days prior to painting. Sand smooth. If plaster is soft, porous, or powdery, use mixture of one part vinegar and one part water to neutralize/harden surface. Rinse with water and allow to dry completely. Prime with this product.

**New Wood:** Sand wood surfaces thoroughly to remove mill glaze. Patch holes and imperfections with wood filler, let dry completely and sand. Use a wiping cloth to remove all dust. Use a 100% acrylic, silicized paintable caulking to fill gaps. Allow to completely dry prior to priming and painting. Prime with this product. Some new wood may require coating with a Tannin fighting stain-blocking primer.

**Weathered Wood:** Strip all loose wood fibers and coatings. Remove mold, mildew, algae and fungus stains. Prime with this product.

**Pressure Treated Wood:** Warning! Sanding or scraping pressure treated lumber may be hazardous. Always wear protective clothing and gear, including gloves and goggles.

**Previously Painted Surfaces:** Remove all loose and peeling paint and any foreign materials. Scrub the surface with a solution of detergent and water to remove any dirt or grease. Rinse the solution off thoroughly. Use appropriate spackling to set nails and to fill holes, scratches and gouges. Allow to completely dry and sand until smooth. Prime with this product. Excessively chalky surfaces may require separate surface conditioner.

**All Glossy Surfaces:** Sand surfaces thoroughly prior to priming and painting. Prime with this product.

**Stainblocking:** Prime with this product, then test for bleed-through by applying the topcoat to a small area. If the stain bleeds through the topcoat, apply a second coat of and re-test before applying top coat to the entire area. Allow product to dry for a longer period of time prior to adding the top coat if bleeding continues. Some stains may require separate stainblocking primer.

**Masonry:** Cure the surface for at least 30 days and check pH to ensure 10.0 or less prior to painting. Test to see if smooth masonry requires a profile to ensure paint adhesion. Create a profile for all other smooth trowel concrete using a muriatic acid etcher, mechanical means or another effective method. Remove all debris prior to priming or painting. Prime with this product.

**Vinyl Siding, Architectural Plastics:** Remove all loose and peeling paint, dust, chalk, mold and mildew stains and any foreign materials. Scrub the surface with a solution of detergent and water to remove any dirt or grease. Rinse the solution off thoroughly. Caution: Select a paint color similar or lighter than the vinyl siding's original color. A darker color paint will absorb more heat, potentially warping the siding.

### TOWER PAINTS LIMITED WARRANTY

Tower Paints guarantees satisfaction when applied to a properly prepared surface in accordance with the instructions on this document. If not satisfied, contact Tower Paints to discuss available remedies. Warranty does not apply to any defect or damage resulting from improper surface preparation or application, structural defects or failure of a previous paint. This warranty is made to the original paint purchaser and is not transferable. Labor or any associated labor costs and any indirect, special, incidental, or consequential damages are excluded from this warranty. Some states do not allow the exclusion or limitation of the incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

- Premium Performance
- High Solids
- 100% Acrylic
- Contains Anti-Microbial additive
- Low VOC / APEO Free
- Light to Accent colors

**FLAT/MATTE FINISH** Hides minor surface imperfections. Easy to touch up. Use on walls, ceilings, properly prepared drywall, plaster, masonry, brick, wood, and metal.

### PRODUCT VALUES:

Vehicle Type: 100% Acrylic	Recommended application temperature: from 50°F-90°F
Viscosity: 100-105 Krebs Units	Practical Coverage: Covers approximately 300-400 ft <sup>2</sup> per gallon (27-37 m <sup>2</sup> per 3.78 L) depending on surface porosity
Sheen: 0-5 Units 60° angle	Do not thin.
Flash point: N/A	Dry Time: @ 77° F:
Volume Solids: 42%	To the touch: 1 hour
Weight Solids: 52%	Recoat: 2-4 hours
Weight Per Gallon: 11.6 lbs/gal	Colors: Light to Accent
Clean-up Solvent: Soap & water	Shelf Life: Over 1 year
VOC: Less than 50 g/L	
Recommended Film Thickness: 4.0 mil Wet, 1.7 mil Dry	

**Aluminum and Galvanized Steel:** Aluminum and Galvanized Steel: Ensure that all metals are clean prior to painting. Oils, rust, mill scale and other contaminants must be removed. Oil films on new non-ferrous metals should be scrubbed with water and detergent, then rinsed completely. Sanding, abrasion or chemical abrasion is required for optimal adhesion. Prime with this product.

**Ferrous Metals:** Use sandpaper, steel wool, abrasive blasting or other abrading methods to remove all rust and mill scale. Prime with a rust-inhibiting primer the same day cleaned to prevent rust.

### APPLICATION



Mix thoroughly before use. Do not thin. May be applied by brush (synthetic), roller (3/8" or larger nap) or spray. Use tip size .015" - .021" and pressure range of 1500 - 2000 psi for airless spray application. Adjust pressure as necessary. If using more than one container of the same color, intermix the containers to ensure uniform color. Cover new and uncoated surfaces with a minimum of two coats. To ensure optimal appearance and hide, additional coat(s) may be required to make color changes including painting dark colors or covering rough surfaces. Determine air, surface and dew point prior to painting. Do not apply when temperatures are below 50°F or when temperatures could drop below 50°F within 48 hours of application. Do not apply if rain or snow is expected within 48 hours. Temperature must be 50°F or higher on large expanses of metal being painted. Check any accompanying primer temperature requirements prior to applying.

**CAUTIONS / LIMITATIONS:** Do not allow paint to freeze. Not for use on floors. Recommended application for temperatures from 50°F - 90°F to ensure proper drying and film formation. Avoid heavy traffic for 24 hours after painting. Do not wash or clean for four weeks to ensure full cure. One year shelf life when unopened.

**CLEAN-UP / DISPOSAL:** Clean paint, associated equipment and skin with warm, soapy water. Keep container closed when not in use. Use original container for storage and disposal. Absorb spills with inert material such as sand or kitty litter. Check and abide by local, state and federal regulations on container and paint disposal.

**WARNING!** This product can cause irritation to the skin and eyes. Always wear protective clothing and gear including gloves, goggles and a face mask. Do not eat, drink or smoke while using this product. Harmful if swallowed. Remove contaminated clothing and wash prior to reusing. Wash hands well after handling. Check and abide by local, state and federal regulations on paint and associated waste disposal.

**FIRST AID:** Eyes: Use water to gently rinse for several minutes. Remove contacts if necessary and possible. Seek medical attention if irritation persists. Skin: Use soap and water to clean. Swallowed: Rinse mouth and seek medical attention if necessary.

[www.towerpaints.net](http://www.towerpaints.net)

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Made in U.S.A.



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