

Technical Department Bulletin

NUMBER: 2767

FILE: P-A-E-97

DATE: JANUARY 21, 1966

GOODS: C1801
(U. S. & Can.)

SUBJECT: PAL-COTE HOUSE PAINT PRIMER 1801 WHITE

Rw

Use	Exterior primer for unpainted wood surfaces and for weathered painted surfaces
Color	White, slightly yellow
Weight	U. S. Gallon - 11 lbs. 15 oz. Can. Gallon - 14 lbs. 5 oz.
Consistency	Thin to medium brushing
Application	Brushes easily at package consistency. If thinning is necessary, add not more than 1/2 pint mineral spirits to each gallon.
Drying	Dust free 3 hours To recoat 24 hours
Gloss	New wood - poor Old work - fair
Hiding	Fair
Leveling	Fair - good
Elasticity	Good
Spreading Rate	U. S. Gallon - 450 sq. ft. Can. Gallon - 540 sq. ft.

Remarks

At the Managers' Meeting held December 1-2, 1965, Pal-Cote House Paint Primer 1801 White was adopted for the Pal-Cote line being marketed for professional painter use.

Pal-Cote House Paint Primer is a ready-to-use house paint primer for new unpainted exterior wood surfaces as well as for weathered painted surfaces. It is especially designed for use under Pal-Cote House Paint.

Composition

Pal-Cote House Paint Primer 1801 White contains no lead pigment. In a straight oil paint, lead pigment is needed to insure positive drying (under adverse weather conditions) and good durability. Incorporation of alkyd resin in the vehicle of the new primer eliminates the need for lead pigment.

Pratt & Lambert-Inc.

Technical Department Bulletin

NUMBER: 2767

FILE: P-A-E-97

- 2 -

Properties

Brush Pal-Cote House Paint Primer at package consistency. If thinning is necessary, add a little mineral spirits. Allow to dry at least 24 hours before applying the next coat. Pal-Cote House Paint Primer may be tinted with either P&L Machine Colorants or P&L Multipurpose Tinting Colors, using no more than 8 fl. oz. of tinting color per gallon.

Competing Products

Pal-Cote House Paint Primer dries faster to recoat than any of the leading competitive primers that we examined. All of these require three days to dry before they can be recoated.

In working and "hold-out," Pal-Cote House Paint Primer is equal to competition. In hiding, it is inferior to only one of the competing primers we tested. We believe that Pal-Cote House Paint Primer contains sufficient titanium dioxide for adequate hiding.

Comparison With P&L House Paint Exterior Primer 305 White

Pal-Cote House Paint Primer 1801 White is not equal to P&L House Paint Exterior Primer 305 White in ease of brushing, hiding, or holding out, but dries faster to recoat (overnight in place of 3 days). In the latter respect, it is similar to House Paint Exterior Primer White No. 35131, now being test marketed, although it lacks the hiding and mildew resistance of G35131.

Label Directions

The following are the preparatory directions, tinting suggestions, and specifications for using Pal-Cote House Paint Primer as printed on the label.

"

General Information

Never paint a damp, dirty or greasy surface, or during cold, frosty or rainy weather, or when the temperature is likely to drop to freezing. Avoid painting surfaces while they are exposed to hot sun.

"Remove scaling old paint. Touch up knots with P&L WP-578 Sealer. Putty nail holes after primer is dry.

"If mold or mildew is present, scrub with a solution of household bleach, rinse and allow to dry. Before painting, add 2 fluid ounces of a 10% mercurial fungicide (obtainable from your paint dealer) to each gallon of paint. Paint promptly to avoid reinfestation.

0007-PTL-000787

Pratt & Lambert-Inc.
Technical Department Bulletin

NUMBER: 2767

FILE: P-A-E-97

- 3 -

"Stir thoroughly. Use a clean brush. Allow to dry at least 24 hours before applying the next coat. Clean brushes in Duosol or mineral spirits.

Tinting

"For best results, always tint primer to the approximate shade of the finish coat.

"Under ivory, cream, straw or buff house paint, tint primer with P&L Multipurpose Tinting Color Chrome Yellow Medium or Raw Sienna.

"Under gray, blue, green, brown or black paints, tint primer with P&L Multipurpose Tinting Color Lampblack.

"Under red or maroon paints, tint primer with P&L Multipurpose Tinting Color Venetian Red.

"Add not more than a half pint of tinting color to each gallon of primer."

Specifications

NEW WORK - THREE COAT JOB - First Coat: Pal-Cote House Paint Primer. Second Coat: Pal-Cote House Paint, each gallon thinned with one pint mineral spirits. Third Coat: Pal-Cote House Paint.

TWO COAT JOB - First Coat: Pal-Cote House Paint Primer. Apply at a spreading rate of approximately 450 square feet per gallon. Second Coat: Pal-Cote House Paint. Apply at a spreading rate of approximately 550 square feet per gallon.

PLYWOOD - On new plywood, add one pint boiled linseed oil to each gallon of Pal-Cote House Paint Primer before painting. Also, use this primer to seal edges of plywood panels before they are erected. Always use the three coat specification on new plywood for added protection.

OLD WORK - TWO COAT JOB - First Coat: Pal-Cote House Paint Primer. Second Coat: Pal-Cote House Paint.

The Pal-Cote House Paint Primer Specifications as given above are quoted from the U. S. label. The Specifications on the Canadian label will differ only as follows:

NEW WORK - TWO COAT JOB - First Coat: Pal-Cote House Paint Primer. Second Coat: Pal-Cote House Paint.

N. J. MILLER

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