

Fratt & Lambert-Inc.
Technical Department Bulletin

NUMBER: 2811

FILE: P-A-E-37

DATE: JANUARY 18, 1967

GOODS: CR305
(Replaces CP305
U.S. & CAN.)

SUBJECT: HOUSE PAINT NEW EXTERIOR PRIMER 305 WHITE

USE: Priming coat for new, unpainted or preprimed (factory primed) exterior wood, hardboard, or wood fiber board, as well as for weathered painted surfaces.

COLOR: White

WEIGHT: U. S. Gal. - 11 lbs. 14 oz.
Can. Gal. - 14 lbs. 4 oz.

CONSISTENCY: Medium brushing

APPLICATION: Brush - At package consistency.

Note: If thinning is necessary, add not more than $\frac{1}{2}$ pint mineral spirits to each gallon of primer.

Spray (conventional) - Thin each gallon with one pint mineral spirits.

DRYING: Dust Free - 3 hours
To Recoat - 24 hours (prior goods required 3 days)

LEVELING: Fair-Good

HIDING: Good

ELASTICITY: Good

MIXING: Tint primer with P&L Multipurpose Tinting Colors or P&L Machine Colorants, but not to exceed 8 fl. oz. of tinting color for each gallon of primer.

SPREADING RATE:

New wood - 450 sq. ft. to U. S. gallon.
540 sq. ft. to Can. gallon.
Old wood - 500 sq. ft. to U. S. gallon.
600 sq. ft. to Can. gallon.

REMARKS:

This bulletin cancels Technical Department Bulletin No. 2246 + Supps.
dated December 21, 1953.

1 + # 2

Pratt & Lambert-Inc.

Technical Department Bulletin

NUMBER: 2811

FILE: P-A-E-37

- 2 -

HISTORY

House Paint Exterior Primer 305 White has been essentially an oil primer since it was introduced to the trade in 1935. It was pigmented with a combination of lead, titanium dioxide, and extender pigments. The primer has had excellent durability when used on both new and repainted wood under P&L Exterior Paints. However, it requires three days drying before recoating. This is much too long to satisfy present day practices.

COMPOSITION

To achieve faster drying, an alkyd modified oil type of vehicle has been developed for use in our new primer, designated CR305. This change allowed us to exclude lead pigment from the formula, and thus attain a more color permanent primer. Lead pigments darken in typical industrial environments where sulfur fumes are present. Lead pigment has been a dominant component in the old primer because of its contribution to durability. It is not needed in the new primer because the alkyd resin vehicle provides a considerable lift in durability. The new primer contains sufficient fungicide to permit its use in areas where the growth of mold and mildew on paint is prevalent.

PROPERTIES

The outstanding properties of the new primer as compared with the old primer are:

Faster Drying - It can be recoated in 24 hours instead of 3 days.

Mildew Resistant - No additional fungicide need be added to the primer when used in mildew infested areas.

Free of Lead Pigments - This adds to the fume resistance of the paint system. The primer can now be used under P&L House Paint 317 Mildew & Fume Resistant White to obtain a more durable paint system.

*Better
blister resistance
per F.E.B.*

House Paint New Exterior Primer 305 White has been satisfactorily test marketed for over two years. Prototype formulas have shown good performance on test houses and on test fences after 6 years of exposure.

IDENTIFICATION

0007-PTL-000760

The new primer was adopted at the Managers' Meeting held on December 1-2, 1966. In order to properly differentiate the new primer from the old, it was decided to add the word New in red script preceding the name "Exterior Primer" on the face label. The face label will also carry the subhead "Fast Drying: With Fungicide - Resists Film Attack by Mildew."

Pratt & Lambert-Inc.
Technical Department Bulletin

NUMBER: 2811

FILE: P-A-E-37

- 3 -

TINTING

Always tint the primer to the approximate shade of the finished coat using P&L Machine Colorants or P&L Multipurpose Tinting Colors. Under P&L Machine System Colors, tint the primer with P&L Machine Colorants using the same formula that is provided for the finish coat, if the latter calls for Deep Base. Use one-half the amount of Machine Colorants in the finish coat formula if it calls for Light Base. Do not add more than 8 fl. oz. of colorants to each gallon of primer. An alternate method of tinting is as follows:

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. Do not add more than a half pint of tinting color to each gallon of primer.

MARKETING

Plants will start to manufacture the new primer when raw material stocks for the old goods have been depleted. They will coordinate their shipping dates with the interested Sales Divisions.

E. J. ZIMMER

0007-PTL-000761