

Product Data Sheet



PRATT & LAMBERT PAINTS
Never compromise

Pro-Hide® Multi-Purpose Interior/Exterior Latex Primer

Z1001

ProHide® Interior/Exterior Waterborne Primer is a 100% acrylic, multi-purpose waterborne primer that seals and blocks out most common household stains, as well as wood tannins and smoke damage. It assures adhesion of the topcoat to slick and glossy surfaces. It is recommended for drywall, masonry, wood, metal, PVC piping and previously painted surfaces.

- Excellent adhesion to glossy surfaces
- Excellent stain-blocker, including tannin bleed
- Optimizes topcoat application & durability
- Exceptional hide
- Fast drying primer/sealer
- 100% acrylic

Recommended Uses

Recommended for drywall, masonry, plaster, wood, metal, PVC piping, and previously painted surfaces.

Recommended Systems

Drywall

1 coat Pro-Hide® Multi-Purpose Latex Primer
1 or 2 coats Pratt & Lambert® Latex or Alkyd Topcoat

Masonry (cured 30+ days)

1 coat Pro-Hide® Multi-Purpose Latex Primer
1 or 2 coats Pratt & Lambert® Latex or Alkyd Topcoat

Plaster (cured 30+ days)

1 coat Pro-Hide® Multi-Purpose Latex Primer
1 or 2 coats Pratt & Lambert® Latex or Alkyd Topcoat

Wood

1 coat Pro-Hide® Multi-Purpose Latex Primer
1 or 2 coats Pratt & Lambert® Latex or Alkyd Topcoat

Metal

1 coat Pro-Hide® Multi-Purpose Latex Primer
1 or 2 coats Pratt & Lambert® Latex or Alkyd Topcoat

Special recommendations: After priming stained areas, allow to dry 4 hours, test a small area for bleeding by applying the topcoat before painting the entire project. If the stain bleeds through, apply a second coat of primer and allow to dry overnight and retest before top-coating or use Pro-Hide® Multi-Purpose Oil Primer.

Fire restoration work: Thoroughly clean the surface before applying to smoke stained areas. Apply one or two coats of this primer and test a small area for bleeding before painting the entire surface.

Technical Data

Vehicle: 100% Acrylic

Finish: 0-10 units @ 60°

Flash Point: N/A

Volume Solids: 32 ± 2%

Weight Solids: 46± 2%

Weight/Gallon: 10.7 lb/gal

VOC (less exempt solvents): VOC: < 100 g/L – 0.77 lb/gal as per 40 CFR 59.406

Spread Rate: 400 sq. ft. per gallon
@ 4 mils wet; 1.3 mils dry

Drying Time (@ 77°F, 50% R.H.):

Note: Drying times are temperature, humidity and film thickness dependant.

To Touch: 30 minutes
To Recoat: 2 hours

Color: White

Tinting: Use up to 2 oz. per gallon of Universal colorant

Sizes: Gallon, 5 Gallon

As of 9/29/20, complies with:

OTC	✓
EC	✓
SCAQMD	✓
CARB	✓
LADCO	✓
*MPI Spec #	6, 17, 39 & 137

***Please refer to the MPI Approved Products website for the most current list of approved Pratt & Lambert products.**
<http://www.paintinfo.com/mpi/approved/index.shtml>

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Surface Preparation

WARNING! Removal of old paint by sanding, scraping or other means may generate dust or fumes that contain lead. Exposure to lead dust or fumes may cause brain damage or other adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For more information, call the National Lead Information Center at 1-800-424-LEAD (in US) or contact your local health authority.

To ensure proper adhesion, the surface to be painted must be free of dirt, dust, oil, grease, wax, rust, and any other surface contaminants. Clean surface using an appropriate cleaner to remove dust and dirt. Rinse thoroughly and allow to dry. Sand or scrape surface lightly to remove any loose paint and to smooth old surfaces. Dull glossy surfaces by using 150 grit sandpaper. Fill cracks and holes with spackling paste to smooth uneven areas. When dry, sand and clean before spot priming.

Drywall: Wipe with a damp cloth to remove dust. Allow to dry. Fill cracks & holes with spackling compound and sand smooth. Joint compound must be cured and sanded smooth. Remove all sanding dust.

Masonry, Concrete Block: All new surfaces must be cured according to the supplier's recommendations—usually at least 30 days – and have a pH between 7 and 10. Remove all form release and curing agents, efflorescence, salts, laitance, and other foreign matter. Patch cracks and holes with an appropriate filler. Rough surfaces may be filled to provide a smooth surface.

Plaster: All new surfaces must be hard and cured according to the supplier's recommendations—usually at least 30 days. Remove all form release and curing agents. Rough surfaces can be filled to provide a smooth surface. If exterior painting cannot wait 30 days, allow surface to dry 7 days and prime with Pro-Hide® Masonry and Stucco Conditioner. Treat textured, soft, porous, or powdery plaster with a solution of 1 pint household vinegar to 1 gallon of water. Repeat until the surface is hard, rinse with water and allow to dry.

Wood, Pre-Primed Fiberboard, Hardboard, Plywood: Sand any exposed wood to a fresh smooth surface. Patch all holes and imperfections with a wood filler or putty and sand smooth. Remove all sanding dust.

Aluminum & Galvanized Metal: Wash with appropriate cleaner to remove any oil, grease, or other surface contamination using a water-based cleaner-degreaser. Remove all corrosion with sandpaper, steel wool, or other abrading method.

PVC Piping: Lightly scuff sand the surface for best adhesion.

Caulking: Fill gaps between walls, ceilings, crown moldings, and other trim with latex or siliconized latex caulk after priming the surface.

Mildew: Remove before painting by washing with a solution of 1-part liquid bleach and 3 parts water. Apply the solution and scrub the mildewed area. Allow the solution to remain on the mildewed area for 10 minutes. Rinse thoroughly with water and allow surface to dry before painting. Wear protective eyewear, waterproof gloves, and protective clothing. Quickly wash off any of the mixture that comes in contact with your skin. **DO NOT ADD DETERGENTS OR AMMONIA TO THE BLEACH/WATER SOLUTION.**

The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of Pratt & Lambert Paints. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your Pratt & Lambert dealer or representative to obtain the most recent Product Data Sheet.

Pro-Hide® Multi-Purpose Latex Primer Z1001 – White

Application

Temperature (air, surface and material):
Apply at temperatures above 50°F

When used outside, must be topcoated within 14 days with architectural latex or oil finishes.

Do not reduce for stain blocking

No reduction necessary

Airless Spray:

Pressure.....	2100 psi
Tip.....	.015-.019
Reduction.....	Not recommended

Brush:

Brush.....	Nylon/polyester
Reduction.....	Not recommended

Roller:

Cover.....	1/4" – 3/8" synthetic
Reduction.....	No recommended

Tips to Improve Performance

- Surface must be clean, dry and dull
- Clean the surface thoroughly
- Prepare the substrate to create a uniform surface
- Patch cracks, crevices, and through-wall openings using proper sealant or patch
- Fill voids and openings around windows and doors using proper sealant or patch
- Caulk as needed using quality latex or paintable siliconized latex caulk or sealant

Cautions

- Protect from freezing
- Not for use where water will collect

Clean Up

Clean spills and spatters immediately with soap and warm water. Clean hands and tools immediately after use with soap and warm water. After cleaning, flush spray equipment with mineral spirits to prevent rusting of the equipment. Follow manufacturer's safety recommendations when using mineral spirits.