

SHIELDZ UNIVERSAL

Wallcovering Primer

- Primes, hides, seals, and sizes in one step.
- Mildew resistant
- Excellent adhesion to all paintable surfaces.
- High hiding to cover colors and patterns.
- Seals "builders flat" latex paint.
- Compatible with all wallcovering adhesives and all wallcoverings.
- Resists rewetting for effective double-cutting and repositioning.
- Protects wallboard from damage when removing wallpaper; promotes easier strippability.
- Virtually no odor water-base formula.



Selection Data

Generic Type – Pigmented, water-base acrylic latex, universal wallcovering primer/sealer.

Recommended Uses – Recommended for application to interior walls, ceilings, and related surfaces prior to installing wallcovering. SHIELDZ UNIVERSAL may also be used to prime walls, ceilings, trim, doors, and similar surfaces before applying paint.

Color/Tinting – SHIELDZ UNIVERSAL is bright white but may be tinted to blend with most medium background colors by adding no more than 4 oz. universal colorant per gallon. If a dark, non-hiding primer color is needed, use SHIELDZ CLEAR Acrylic Wallcovering Primer/Sizing.

Coverage – 400 to 550 sq. ft. per gallon (16 to 22 single rolls). Application losses will vary with the porosity of the substrate and the method of application and should be taken into account when estimating the quantity of product needed.

Application Data

Surfaces – SHIELDZ UNIVERSAL is recommended for application to the following substrates: New or previously painted gypsum wallboard (drywall), cured plaster; wood paneling; ceramic tile; glass; Formica[®]; and existing nonporous wallcoverings (i.e., vinyl or vinyl-coated).

Surface Preparation – Surfaces should be clean, dry and free of dust, dirt, chalky material, grime, grease, oil, wax, silicone, mildew, wallpaper adhesive, or any contamination that may interfere with adhesion. If unsure, always wash surface with an appropriate cleaning solution or solvent.

Mildew – Clean mildew with a solution of 1 part laundry bleach and 3 parts warm water or use a specialty cleaner formulated for this purpose.

Stains – Apply an appropriate stain killing primer such as Zinsser's B-I-N, Bulls Eye 1-2-3, or Cover-Stain to prevent stains from bleeding into the wallcovering.

Peeling paint – Any existing coatings that are not soundly adhered should be removed by the best available means, usually sanding and/or scraping.

New paint – Allow freshly applied latex paint to cure at least 14 days before priming.

New gypsum wallboard (drywall) – Remove sanding dust. On drywall that has been skim coated with drywall mud or spackling compound apply a second coat of SHIELDZ UNIVERSAL 2 hours after the first coat. Commercial vinyl

wallcovering may require two coats for complete protection. Wait 21 days or longer for wallcovering adhesive to fully cure before removing fabric-backed vinyl wallcovering from new drywall. Drywall damage may occur during removal if wallcovering adhesive is not fully cured.

Other – Fill paneling grooves, nail holes, gouges, and other surface damage with Zinsser’s Ready Patch or similar interior spackling compound prior to priming.

Metallic inks – Certain types of existing wallcovering may have patterns printed with metallic-based inks that will bleed through most water-base coatings. To prevent bleed through prime these wallcoverings with B-I-N and allow to dry for 2 hours before applying SHIELDZ UNIVERSAL.

Removing existing wallcovering – It is always recommended to remove existing wallcovering before installing new wallcovering. For best results use Zinsser’s DIF® Wallpaper Stripper, PaperTiger® Scoring Tool, and Paper Scraper. After stripping off wallcovering wash walls thoroughly to remove all residual adhesive. If removal of existing wallcoverings is not practical, follow the guidelines below for non-porous and porous wallcoverings.

Priming over non-porous wallcovering – SHIELDZ UNIVERSAL may be applied over well-adhered nonporous wallcoverings and will hide colors and patterns. A second coat of SHIELDZ UNIVERSAL may be necessary to cover strong color contrasts.

Priming over porous wallcovering – Seal old, well-adhered, porous wallcovering with B-I-N to prevent moisture from reactivating old adhesive. Let dry for 2 hours and prime with SHIELDZ UNIVERSAL.

Application Requirements – Except where noted, one coat of SHIELDZ UNIVERSAL is recommended. Apply the primer evenly and consistently; avoid overspreading.

Application Methods – SHIELDZ UNIVERSAL may be applied by brush, roller, pad or foam applicator, or airless sprayer. For best brushing performance use quality synthetic bristle brushes. Natural bristle brushes are not recommended for use with this product. For best sprayer results use a ¼ gpm or larger unit; 417 or 517 tip; pressure between 2000 and 2500 psi. Apply product directly from the container according to established trade practices and techniques for spray applied coatings. Test apply to evaluate spray pattern and thickness of coating.

Thinning – Thinning is not recommended

Application Conditions – Apply product within the following ranges: Humidity: 0% to 85% / Temp: 50 to 90 F. Lower temperatures and higher humidity will slow down the dry time.

Paintability – Although surfaces primed with SHIELDZ UNIVERSAL may be painted with latex or alkyd-base paints, this product is not intended for use as a pre-paint primer-sealer.

Hanging Wallcovering – Follow wallcovering manufacturer’s instructions.

- Dry time before hanging – Allow surfaces primed with SHIELDZ UNIVERSAL to dry for 2 hours before installing wallcovering. For maximum primer hardness and optimum performance allow SHIELDZ UNIVERSAL to dry overnight before installing new wallcovering.
- Double-cutting/repositioning – Double-cut seams and/or reposition wallcovering strips immediately after installation.

Cleanup – Wipe up spills and drips immediately with a wet cloth or rag. If spills or drips have dried use a latex paint remover. Wash application tools in warm, soapy water immediately after use. Follow manufacturer’s instructions when cleaning sprayers.

Precautions

CAUTION! Contains ethylene glycol. May cause eye irritation. Avoid contact with eyes. In case of contact, immediately flush eyes with plenty of water for at least 15 minutes. Do not take internally. If swallowed, seek medical attention. Keep Out of Reach of Children.

Warranty – SHIELDZ UNIVERSAL Wallcovering Primer/Sealer is guaranteed to perform as claimed when applied according to label directions. Directions are as complete as possible but cannot encompass all conditions, applications, and/or surfaces beyond manufacturer’s control. The contents of the container are warranted to be free from defect for 2 years from the date of manufacture. All warranties and guarantees are limited to refund or replacement of product used with proof of purchase. No other warranty or guaranteed is expressed or implied.

Specification Data

Solids by Weight	42% - 44%
Solids by Volume	30.5% - 32.5%
Density	10.0 lbs. per gallon
Viscosity range	87 to 110 KU
Maximum VOC/VOS	100 g/l (0.83 lb./gal.)
Flashpoint (Setaflash)	>200°F
Flame Spread	5 (ASTM 84-91)
Smoke Development	10 (ASTM 84-91)
Dry Time (touch) @ 70°F	30 minutes
Dry Time (recoat) @ 70°F	2 hours
Dry Time (to hang) @ 70°F	2 hours
Sheen Level @ 60°	6° to 10° (satin)
Shelf Life	60 months @ 75°F
Storage/Handling	Store indoors 40°F - 90°F Freeze/thaw stable

Packaging and Shipping Information

Size	Product Code	Product UPC	Carton Code	Case Pack	Case Wt. Lbs.	Case Dimensions L x W x H	Case Vol. Cu. Ft	Case Vol. Cu. In.	Cases Per Pallet	Pallet Size	Gal. Equiv. Per Pallet
5's	02500	0-47719-02500-9		1	53	12" x 12" x 15"	1.25	2160	36	42" x 42"	168
Gals.	02501	0-47719-02501-6	3-00-47719-02501-7	4	43	14" x 13 3/4" x 8"	.89	1513	45	42" x 42"	180
Qts.	02504	0-47719-02504-7	3-00-47719-02504-8	6	17	13" x 9" x 5 1/4"	.35	614	112	40" x 48"	180

Keep out of reach of children

Read and carefully follow all information on this Technical Data Bulletin, on the product label and the material safety data sheet for this product. To the best of our knowledge, the data contained herein are true and accurate at the date of issuance and are subject to change without prior notice. User must contact Rust-Oleum to verify correctness before specifying or ordering. No guarantee of accuracy is given or implied. We guarantee our products to conform to Rust-Oleum's quality control and assume no responsibility for coverage, performance or injuries from use. Visit Zinsser.com for our most up-to-date technical data bulletins.

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