



**ZINSSER®
BULLS-EYE ZERO®**

DESCRIPTION AND USES

Zinsser® Bulls-Eye Zero® is a high performance, water-based primer for interior and exterior applications. This product has been formulated to meet clean air regulations to provide a fast drying, low odour primer/sealer with excellent adhesion, enamel holdout and stain blocking properties.

Bulls-Eye Zero delivers the performance of oil-based primers with none of the odours or solvents that contribute to poor air quality. Bulls-Eye Zero is excellent for use in residential, institutional or commercial use in schools, hospitals, hotels, nursing homes, restaurants, etc.

Use on interior and exterior new or previously painted drywall, wood (pine, fir, cedar, redwood, plywood, T-111), cured plaster, masonry (stucco, cement, poured concrete, concrete block), hardboard, vinyl, PVC, fibreglass, tile, Metal (aluminium, steel, galvanised metal). Adheres to tough surfaces, such as chalky exterior siding and trim, high gloss enamels, old varnish, tile, galvanised metal and hardboard. Seals unpainted porous surfaces, extending the coverage of the topcoat. Bulls-Eye Zero is an excellent under-coater for oil or latex enamels, and provides high holdout and smooth sanding surface necessary to prevent variations in topcoat gloss.

Bulls-Eye Zero locks in stains such as residual nail head dust, asphalt, creosote, tannin bleed for cedar or redwood, lipstick, crayon, oil, grease, handprints, most ball point and felt tip pen marks. When priming over bare cedar or redwood, allow 24 hours dry time before painting. Persistent stains may require a second coat.

Contributes toward satisfying Low Emitting Materials credit under **LEED® V4**. Tested per California Department of Public Health (CDPH) test method v1.1-2010.

MPI #17, #17X, #39, #50, #50X, #137, #137X, #149, #149X Certified*

PERFORMANCE CHARACTERISTICS

- Zero VOC** water based formula
- For interior & exterior use
- Sticks to all surfaces
- Low Odour
- Mildew resistant
- Dries in 1 hours

* Refer to the MPI website for the most current listing of MPI certified products.

** Product is formulated without addition of VOC containing solvent and generates trace levels of emissions per CDPH test method v1.1-2010. <1 g/L VOC excluding colorant(s).

PRODUCT

SKU	DESCRIPTION
354282	White Primer 3.78L

PRODUCT APPLICATION

SURFACE PREPARATION

Surfaces should be clean, dry, sound and free of any contamination, mildew, rust or unsound coatings that may interfere with adhesion. Remove loosely adhered or unsound coatings. Sand any remaining paint film edges smooth with Gator® sandpaper. If unsure of cleanliness, always wash surface with Krud Kutter® Prepaint Cleaner TSP Substitute or ammonia and water solution or solvent (Do not use TSP). Rinse the surface thoroughly and allow to dry before application of the primer. Spot prime knots and sap streaks with ZINSSER® B-I-N® Shellac Base Primer-Sealer.

Remove existing stains by washing, sanding, scraping, etc. Countersink exposed nail heads, spot prime and fill all nail holes and gouges with Zinsser® MH Ready-Patch® spackling compound or equally suitable material.

LIMITATIONS

Bulls-Eye Zero is not recommended for applications to floors, decks, roof surfaces or any surface subject to immersion or prolonged contact with water.

APPLICATION

Apply only when air, material, and surface temperatures are between 10-29°C (50-85°F) and the relative humidity is below 85%. Thoroughly mix to ensure any settled pigment is re-dispersed before using. In most cases only one coat is necessary to prime most surfaces. If excessive absorption occurs over very porous substrates a second coat may be necessary. Spot priming is recommended only under high-hiding topcoat finishes. For best results, prime entire surface before painting.

Apply with a synthetic (nylon, polyester or blend) bristle brush, roller, or airless sprayer. Follow manufacturer's instructions when using spray equipment. For airless spraying use a .017" tip at 2000 to 2500 psi. Wear NIOSH approved respirator and provide adequate ventilation.



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PRODUCT APPLICATION (cont.)

THINNING

Bulls-Eye Zero is formulated to be used without thinning. If thinning is necessary, add no more than 296mL (10 fluid ounces) of clean water per 3.78 L (gallon) and mix thoroughly. Note that excessive thinning will hinder stain blocking properties.

TINTING

Bulls-Eye Water-Base may be tinted with up to 60 mL (2 ounces) of universal colorant per 3.78L (gallon). Tinting the primer toward the colour of the topcoat helps hide in one coat. For mid or deep tone colours use ZINSSER® Bulls Eye 1-2-3® Deep Tint. Shake or stir well before using.

DRY TIME

Dries to the touch in 30 minutes, can be recoated in 1 hour. Lower temperatures, higher humidity, and the addition of tint will prolong dry and cure time. Allow more time at cooler temperatures.

CLEAN-UP

Clean up spills and paint drips with detergent and warm water. Wipe up splatters before they dry. If spills or drips have dried, use denatured alcohol or ammoniated detergent to soften and remove primer. Wash application tools in detergent and warm water immediately use. Follow equipment manufacturer's directions to clean spray equipment. Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

PRODUCT APPLICATION (cont.)

DISPOSAL

To dispose of empty containers and unused product, contact your local environmental regulatory agency.

REGULATORY

CAUTION : May cause eye and skin irritation. Use only with adequate ventilation. **KEEP OUT OF REACH OF CHILDREN.** Do not breathe vapors or spray mist. Avoid contact with eyes, skin and clothing. **FIRST AID:** If breathed in, move person to fresh air. If swallowed, call Poison Control Centre or doctor immediately. Do not induce vomiting. If on skin, rinse well with water.

LIMITED WARRANTY - This product will perform as claimed if applied according to our directions. The directions apply to most applications, but may not cover special conditions, applications, techniques and/or surfaces. If you have a question, check with your dealer or contact Rust-Oleum Technical Services at 1-800-387-3625. Warranty is limited to replacement or refunded value, with proof of purchase, of product actually used if such product proves defective within two years of manufacture.



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PHYSICAL PROPERTIES

		BULLS-EYE ZERO
Resin Type		Water-based Acrylic
Pigment Type		Titanium Dioxide
Solvents		Water, Glycol Ethers
Weight	Per Gallon	10.7 lbs.
	Per Liter	1.28 kg
Solids	By Weight	49.4%
	By Volume	34.4%
Volatile Organic Compounds		0 g/l
Recommended Dry Film Thickness (DFT) per Coat		1.0-1.5 mils (25-37.5µ)
Wet Film to Achieve DFT (Unthinned material)		3.0-4.5 mils (75-112.5µ)
Practical Coverage at Recommended DFT (assume 15% material loss)		Approximately 9.8 m ² /l (400 sq.ft./gal.) depending on application method and surface porosity
Dry Times at 21-27°C (70-80°F) and 50% Relative Humidity	Touch	30-45 minutes
	Recoat	1 hour
	Full Cure	2 days
Shelf Life		5 years
Flash Point		>93°C(>200°F)
Storage		Store indoors at 4-26°C (40-80°F)
Safety Information		For additional information, see SDS

Calculated values are shown and may vary from the actual manufactured material.

The technical data and suggestions for use contained herein are correct to the best of our knowledge, and offered in good faith. The statements of this literature do not constitute a warranty, express, or implied, as to the performance of these products. As conditions and use of our materials are beyond our control, we can guarantee these products only to conform to our standards of quality, and our liability, if any, will be limited to replacement of defective materials. All technical information is subject to change without notice.