



# Maxima™ HP Primer MA-3305

## 100% Acrylic Exterior White Primer

### Description:

**Maxima™ HP Primer** is a 100% acrylic resin primer with high performance additives, specially designed to condition and ensure uniform and lasting applications on premium exterior paints. To be used as a primer on new or previously painted surfaces to resist the most alkaline structures and severe weather conditions. Can be used to help seal many stains such as crayons, graffiti, greasy spots, hand marks, water stains, asphalt, and rust stains so they can't bleed into the topcoat.

### Meets Requirements for:

MPI:	#3
Green Performance 1:	N/A
Green Performance 2:	N/A
VOC Compliant (<100 g/L):	Yes
SCAQMD:	N/A
AIM & OTC:	N/A

### Product Advantages:

- Excellent coverage of stains
- Adheres and condition porous concrete
- Excellent efflorescence resistance
- Excellent alkalinity resistance
- Excellent anchoring to the surfaces
- Excellent adhesion on chalky surfaces
- Ultimate hiding
- High durability and protection

### Uses:

Maxima™ HP Primer is excellent for new, previously painted or glossy surfaces. For use under water-based top coats on exterior areas. As a stain sealer primes white to hide most colors. To use in concrete, brick, prepared wood, drywall board, fiber cement, EIFS, etc.

### Technical Data:

Product Type:	100% Acrylic
Finish:	Flat (1° - 3°) *Geometry 60°
Solids (%):	54 ± 2% by weight 39 ± 2% by volume
Weight/Gallon:	11.0 ± 0.05lbs. (5.02 ± 0.02kg.)
Colors:	White
Drying Time:	To touch: 30-45 min. To recoat: 1-2 hrs.
Coverage:	
Theoretical:	Up to 626 ft. <sup>2</sup> per gallon @ 1 mil
Recommended:	400-450 ft. <sup>2</sup> /gal. (37-41 m <sup>2</sup> /gal.) @ 1.4 dry mils, 4 wet mils
Can Sizes:	5 gallons 1 gallon
Thinning:	Is not recommended.
FlashPoint:	Non-flammable
Viscosity:	95 - 110 KU's
Percent Pigment by Weight:	35± 2%
VOC:	<100 g/L

Notice: The technical data contained herein are true and accurate to the best of our knowledge. Published technical data and instructions are subject to change without prior notice.

S.D.S.: Available upon request.

### Surface Preparation:

All surfaces must be dry, clean, sound and free of contaminants such as dirt, grease, mildew, oil, rust, concrete curing agents, chalk, laitance, efflorescence, loose or badly cracked paint. Remove all contaminants by washing surfaces with an appropriate cleaner, sanding, scrapping and/or using a pressure washing machine. Allow the surface to dry before proceeding.

**Cracks and holes:** Have to be clean and dry. With a putty knife apply Lanco® Siliconizer™ Crack Filler into crack and 2 inches to both sides, patch all holes with Lanco® Spackling Compound. Let dry thoroughly 24 hours.

**Mildewed surfaces:** Any existing mildew on the surface must be completely killed and removed prior to the application of primer or paint. Any mildew not removed can continue to grow through the new finish. Using a long handled brush scrub mildewed surfaces with a mixture of one part of household bleach and three parts of warm water. Rinse completely and let dry.

**Concrete surfaces:** Mortar plaster, stucco and concrete block must be cured and hard. Remove any surface contaminant, releasing agents and curing agents or efflorescence, etc. Surface must have a safe pH level under 9 prior to the application of paint or primer.

**Previously painted surfaces:** All surface contaminants such as oil, grease, mill scale, dirt, mold, mildew mortar, efflorescence and sealer must be removed to assure sound bonding to the previous finish. Old coatings that are partially removed or loose by blistering, rupture or scratching should be removed to provide a sound surface.

**Efflorescence:** Is a white powdery, crystal-like deposit that is visible on masonry surfaces. It must be removed using a solution of 1 part of muriatic acid and 3 parts of water. Use long handled brush. Rinse completely.

**Wood and plywood:** Sand rough areas and prime properly. Maximum acceptable moisture content prior to coating new wood should be under 16%.

**Method of Application:**

Stir thoroughly before using. Paint always on shaded side of the building. Do not dilute paint, use as supplied. Do not apply when surface or air temperature is below 50 °F or if rain is expected within 5 hours. Apply product with brush, roller or sprayer. Apply generously with a full brush or roller and avoid excessive brushing or spreading too thinly. Typical standard practice recommends intermixing when working with more than one container of the same color, to ensure color consistency.

**Test pH levels:** Levels of pH should be under 9 prior to the application of any paint or primer. If pH level is above 9 but below 13, apply Lanco® 100% Acrylic Roof & Wall Primer/Sealer AS-210 as per instructions prior to the application of additional primers and/or finish coats.

**Mixing and thinning:** Mix always thoroughly before application. Thinning is not recommended, if necessary use only 8oz. of water per gallon of this product.

**Brush:** Use a good quality nylon PA-1982 or polyester brush PA-1999.

**Roller:** Use a Lanco® All-Purpose 3/8" Nap Roller PA-566. Apply generously, but avoid excessive brushing or reworking of painted areas, do not apply or spread too thinly.

**Spray:** Spray equipment should be capable of maintaining a pressure of 700-1000 psi with a tip of 0.015 to 0.019. Spray and back roll on rough or porous surface to achieve required film build. Apply two coats with overnight drying between coats to minimize pinholes on the surface is recommended. See equipment's manufacturer recommendation.

**Precaution:** Do not apply when air or surface temperature is below 50°F(10°C). Apply liberally, but do not overspread. Stop painting at least two hours before you expect dew to form or the temperature to fall below 50°F(10°C).

**Important:** It is important that you apply one coat of primer and two full coats of paint to achieve the warranty protection.

**Limited warranty:** The manufacturer's liability in connection with the sale of this product extends only to the replacement price if it should fail to comply with quality standards or specifications.

**Caution:** Harmful if swallowed. Contains acrylic resin. In case of eye contact, flush thoroughly with water. Do not rub eyes. In case of skin contact, flush area immediately with clean water. If swallowed, do not induce vomiting. Consult a physician immediately. Use only with adequate ventilation. Adequate ventilation required when sanding or abrading the dried film. Always use (NIOSH/MSHA TC21C or equivalent.) Goggles are recommended while handling the product. This product may contain chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. Keep out of reach of children.

**Warning!** If you scrape, sand, or remove old paint, you may release lead dust. Lead is toxic. Exposure to lead dust can cause serious illness, such as brain damage, especially in children. Pregnant women should also avoid exposure. Wear a NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead). For chemical emergency call ChemTrec 1-800-424-9300. Protect from freezing.

