Master Wall Inc.®
Building a Culture of Excellence

PRODUCT DATA

PRIMECOAT PRIMER

High quality exterior acrylic primer that helps solidify and protect the surface. Integrally colored Primecoat Primer helps make finishes brighter and deeper, reduces efflorescence and extends finish coverage rates. Suitable for priming Master Wall® base coats, new stucco, masonry and concrete that has a pH of 13 or less.

FEATURES & BENEFITS

- Tintable sealer/primer with good hiding power
- Hot prime capable for pH 13 or less
- Reduces finish absorption for improved aesthetics and reduced finish color variations
- Recommended for extreme color changes, under very dark, vivid or bright topcoats or when top tier finishing is specified
- Extends finish coverage, required when spraying Superior Finishes and some specialty finishes
- 100% Acrylic Polymers for durability
- Water-based - easy clean up with water

Application Temperature: 40°-110°F (5°-43°C)
Dry to touch: 1 hour
Recoat Time: 2 hours
Dry Time: 12 hours at room temperature, working and drying time will vary with temperature and humidity.

JOB CONDITIONS

Air and substrate temperature for application of Primecoat must be 40°F (5°C) or higher and must remain 40°F (5°C) or higher for a minimum of 24 hours. Provide temporary protection to protect the wall system from damage until permanent flashings, caps and sealants are installed. Store materials within prescribed temperature limits and out of direct sunlight. Working and drying times are based upon normal room temperature conditions and will vary with temperature and humidity.

PREPARATION

The substrate must be approved by Master Wall Inc.®, clean, dry, structurally sound and free of efflorescence, oil, grease, form release agents and curing compounds or anything that would affect bond. Concrete and masonry should be cured a minimum of 28 days, stucco cured a minimum of 7-14 days or surfaces verified to have a pH less than 13.

Coverage per pail (sf/m²)*

1000-1200 sf/pail (93-112 sm)*

**All coverage is approximate and depend upon substrate, details and individual application*

Packaging/Shelf Life/Storage

Packaging: 5 gallon (19 L) pail

Shelf Life: 2 years

Storage: Protect from extreme heat - 90°F (32°C), freezing and direct sunlight.

Technical Data

- *Vapor Permeable*
- *Alkali Resistant*

Substrate Recommendations

Concrete – If preparing for a textured or specialty finish, all projections must be removed and any voids filled with a Master Wall® base coat as needed to provide an appropriate surface.

Masonry – If preparing for a textured or specialty finish, skim coat with a Master Wall® base coat to achieve a smooth level surface. If joints are not struck flush, multiple coats may be required. Contact Master Wall for more information.

Stucco – If additives were used in the stucco, it is recommended that a test patch be made to evaluate bond strength of the Primecoat to the stucco.

Master Wall® Base Coats or Finishes, Previously Painted Surfaces, Cement Composition Siding - Install/Apply and prepare according to published guide-lines. Surfaces should be clean, dry, cured and ready to receive coatings.

APPLICATION PROCEDURE

Mixing - Thoroughly stir Primecoat into a homogeneous consistency. Small amounts of clean, potable water may be added to obtain a workable consistency. Do not over mix. Do not exceed 24 ounces (0.7 L) of water per pail. Do not add accelerators or retarders to Primecoat.

Application – Primecoat can be applied by brush, roller, or airless spray equipment. When using a roller, a maximum 3/4" (19 mm) nap is recommended. Apply Primecoat in an even, continuous coat of about 3 mils, maintaining a wet edge.

Airless Spray Application - Pressure 2000 p.s.i., Tip .015– to .019 inch. Spray in a consistent manner or backroll after spraying for a consistent application.

Limitations - Primecoat is not intended for use as the final finish coat over Master Wall base coats or other approved substrates.

FOR PROFESSIONAL RESULTS

Apply coatings away from direct sunlight. Cold joints or color variations can occur if the finish dries too quickly. Under certain conditions dark colors may show efflorescence on the surface during the cure process.

Surfaces exposed to the weather must be sloped (6:12 minimum recommended).

Use of dark colors in high temperature climates can affect the performance of the system, especially EIFS and areas may need to be limited.

CLEAN UP

Tools and equipment can be cleaned with soapy water when Primecoat is wet.

Hazard: This chemical is not considered hazardous according to the OSHA Hazard Communication Standard 2012 (29 CFR 1910.1200).

VOC: Less than 50 g/L.

Approved Substrates

Master Wall® Base Coats
Stucco
Brick
Masonry
Concrete
Interior Drywall
Previously painted surfaces with bond test
Others approved in writing

Warning: KEEP CONTAINER CLOSED WHEN NOT IN USE. KEEP OUT OF THE REACH OF CHILDREN. NOT FOR INTERNAL CONSUMPTION. FOR INDUSTRIAL USE ONLY. Consult the Safety Data Sheet (SDS) in the Products section at masterwall.com for further health and safety information.

LIMITED WARRANTY
This product is subject to a written limited material or system warranty. Obtain a warranty from the Tech Support tab of our website. Refer to Specifications for more complete information on proper use and handling of this product.

Information contained in this product data sheet conforms to the standard detail recommendations and specifications for the installation of Master Wall Inc.® products and is presented in good faith. Master Wall Inc.® assumes no liability, expressed or implied as to the architecture, engineering, or workmanship of any project. This information may be concurrent with, or superseded by other applicable documents, such as specifications and details. Contact Master Wall Inc.® for the most current product information. ©2026 Master Wall Inc.®

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