

Easy Does It: Benefits of Priming

Why is it always best to prime and what is the best primer for the job?

These are some of the questions we intend to answer today.

In certain situations, a primer coat is absolutely necessary before painting. For instance, if you have a surface painted with alkyd or oil paint and you intend to change to latex (water base) paint, you will need to give a light sanding to that surface and then apply a coat of super adhesion 5056 primer. This pure acrylic product will bond to many difficult surfaces including gloss and semi-gloss paints.

After 1 to 2 coats of #5065 you can begin painting with any paint. When painting older homes keep in mind that they tend to have oil base paint on many surfaces. If you are unsure ask us about a test kit called Oilatex which will tell you instantly.

Perhaps you need a stain blocking primer which prevents stains from bleeding through your paint. In this case, we recommend Bullseye 1-2-3 from Zinsser. This water-based product can be used as a spot primer or over the entire surface.

Best of all primers can help make your painting efforts much easier and less costly. How can an extra coat of primer mean less work, you ask? Our explanation is this: If you are using a deep base colour to paint your walls, you will require multiple coats, to achieve a solid finish. A high hide primer such as our #5065 can be tinted to a lighter primer formula thus cutting down on the number of coats needed (less work). Primer is cheaper than the extra gallon of paint for the extra coats (less cost).

This #5065 primer is also a plus for not so deep colours. There are instances when even a light or medium colour may be difficult to cover or to get solid coverage with. Bright colours often reveal themselves even after several coats of new paint.

Primers will prevent background colours from showing through and they always give more clarity to a fresh coat of paint.

For solid coverage prime it first!

Submitted by: *St. Clair, the Paint and Paper People.*
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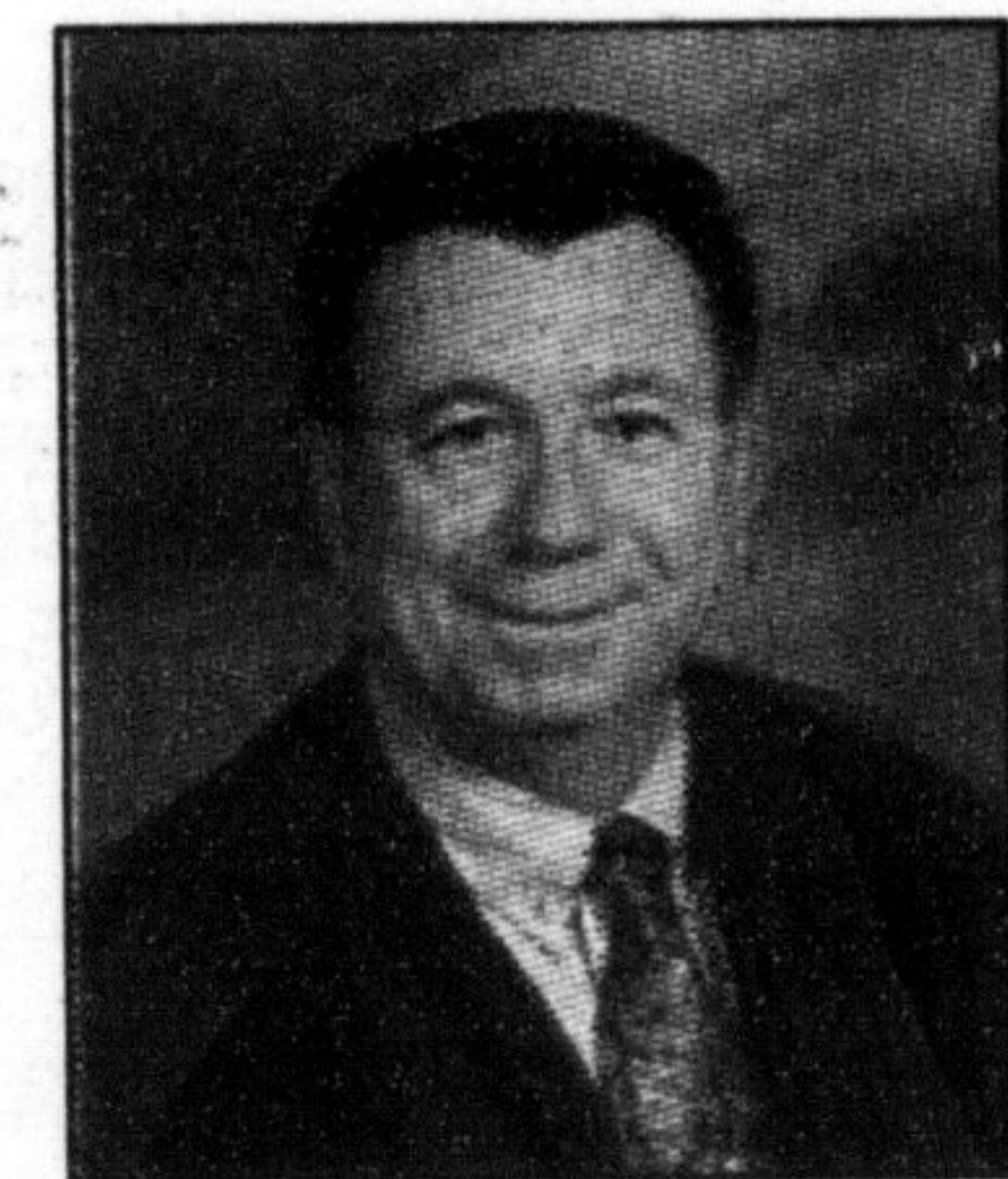


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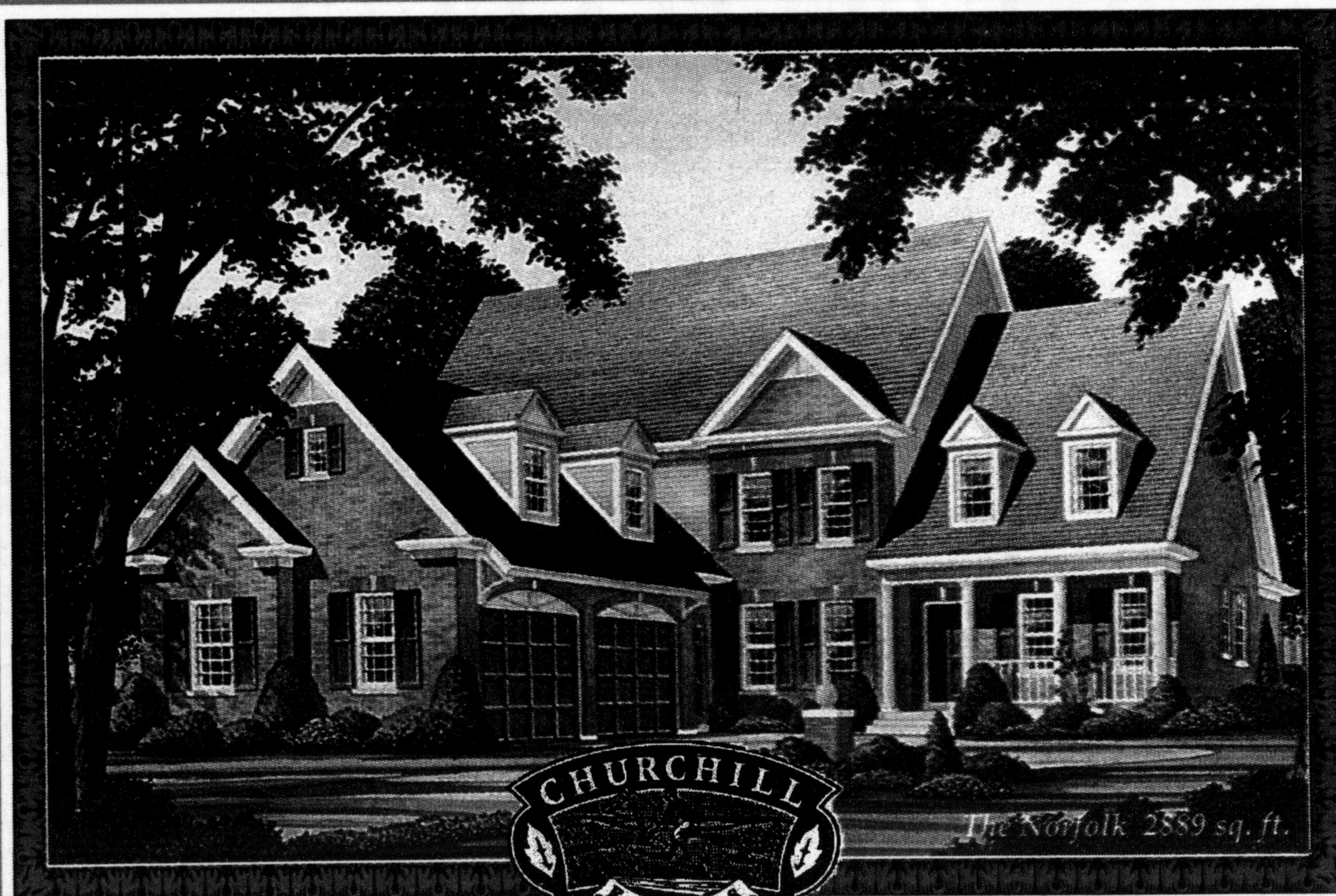
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