



W-1400 ELASTOMERIC PRIMER

PRODUCT CODE: W-1400

PRODUCT DESCRIPTION:

W-1400 Elastomeric Primer is engineered to provide a thick, flexible membrane onto a variety of substrates and outdoor building materials. Compatible with APV's field-applied architectural coatings, including NeverFade® Exterior Coatings, this single component chemistry is water-based, non-hazardous, low odor and low in VOC. Although universally applied, the product is most commonly used on aged roofing materials to provide a water-resistant seal and protection against harsh weather conditions. W-1400 also functions as a tenacious bonding layer for APV's high-performance reflective topcoats. When used together, the system can increase the emissivity and total solar reflectance (TSR) properties of a roof's surface, which reduces the energy absorption into the building. This product is formulated to be applied using standard contractor-grade spray equipment including HVLP, airless, air-assisted airless, as well as brush or roller.

PHYSICAL PROPERTIES:

PRODUCT DESCRIPTION:	Elastomeric Acrylic Primer
PRODUCT NUMBER:	W-1400
TYPE:	Water-Based
COLOR:	White, May be tinted under special request.
MIX:	One Component
VISCOSITY:	95 - 110 KU (as supplied)
WEIGHT PER GALLON (ASTM D 1475-90):	12.07 ± 0.30 lbs/gal
FLASH POINT:	> 200°F (93.3°C)
SOLIDS:	67% by weight 51% by volume
VOC:	50 g/l
RECOMMENDED FILM THICKNESS:	WET: 5 mil DRY: 2.5 mil
COVERAGE:	290 -320 sq. ft./gal
DRY TO TOUCH:	6 hours
RECOMMENDED RECOAT WINDOW:	12 - 24 hours
POT LIFE:	N/A
SHELF LIFE:	UNOPENED: 12 months
FREEZE CAUTION:	Keep from Freezing
PACKAGING:	READY-TO-USE: 1 gal, 5 gal
SUBSTRATES:	Metal, PVC, EPDM, TPO, Modified Bitumen (including APP & SBS), Concrete and Polyurethane Foam (Other substrates acceptable per APV Engineered Coatings approval.)
RECOMMENDED STORAGE:	Cool, Dry, Well Ventilated Storage

FEATURES:

Excellent
Flexibility

Adheres to a
Variety of Surface
Grades

Compatible with
NeverFade® with
Kynar Aquatec®
Topcoats

Applied by Spray,
Brush or Roll

Water-based

Non-Hazardous
and Low Odor

Low VOC

Helps to Extend
the Lifecycle
of the Building
Material

Manufactured in
the USA

SUBSTRATE PREPARATION:

Although APV's coating systems have been designed to apply over a wide variety of surface types, some substrates require additional preparation. Always consult your APV technical representative regarding each project. In all cases, the substrate must be properly prepared as defined in the instructions below and tested using the ASTM D3359 Standard Test Methods for Measuring Adhesion by Tape Test prior to coating the surface. Follow the guidelines on surface preparation and application thoroughly by referencing the Field Coatings Guide or CSI SectionFormat® Specification provided by APV Engineered Coatings. Inadequate surface preparation and application can lead to coating failure and/or under-performance.

APPLICATION:

TEMPERATURE AND ENVIRONMENTAL FACTORS

Ambient air temperature is pertinent to coating performance and cure. Be sure to check that the air, surface, and material are between 55°-85°F and at least 5°F above the dew point. Avoid application if precipitation is expected within 24 hours and/or if air or surface temperature is expected to drop below 35°F within two days. Do not apply primer in direct sunlight as the flow, leveling and application characteristics will be adversely affected.

Wind Velocity | High wind velocity can severely impair spray application which can result in loss of materials, low film build, excessive dry spray or overspray. It is recommended to delay work until wind conditions are below 15 m.p.h.

Dust and Contamination | Work areas should be protected from conditions where dust and contamination are possible during the application and curing process. Dust and contaminants that settle on fresh applied coatings can impair the integrity of the coating leading to a shorter coating life and reduced performance. Please ensure your work area is free from dust and contaminants. If any previous coatings accumulate dust or contaminants, remove those before adding succeeding coats.

Mixing and Thinning | Primer should always be mixed thoroughly before use with an air mixer for 10-15 minutes. No reduction necessary for brush or roll application; however, small amounts of water can be added if needed to optimize viscosity for spray application.

Ventilation | Always use adequate ventilation and proper NIOSH approved respirator during application. Avoid breathing mist or sanding dust created by the application or surface preparation.

FILM THICKNESS AND SPREADING RATE

Theoretical spreading rates can be used as a rough guide for determining film thickness. However, to ensure proper film thickness, wet thickness readings should be taken at random locations immediately after application. A Nordson Wet Film Gauge or similar instrument may be used for this purpose.

Dry film thickness may be measure on ferrous metals using a magnetic gauge following the procedure outlined in SSPC-PA2, Sections IV, Paint Thickness Measurement. Readings should be taken in accordance with the specifications standards mentioned above.

Applying the appropriate film thickness is important to the performance characteristics of the coating. Be careful not to apply too heavy of a coat. Excessive paint on the surface may result in runs and sags as well as weak spots in the film. A heavy coat weight may also change the drying properties causing wrinkling or cracking, and adversely affect intercoat adhesion.

BRUSH, ROLL AND SPRAY APPLICATION

Primer can be applied with a brush, roller, or spray equipment. Products can be reduced as necessary for spray with water.

Brush | Nylon/Polyester Brush

Roller | 3/8"-3/4" nap cover

Contentional, HVLP, Airless, & Air Assisted Airless | Consult an APV Equipment Specialist for recommendations on spray tips, caps, nozzles, fluid and air pressures.

CLEANUP INFORMATION:

Always observe good professional hygiene practices and wash hands thoroughly after using our products. Clean hands immediately after use with soap and water. Use water to thoroughly clean application equipment. This will keep the primer from curing onto the surfaces. Any cured or dried coating left on the equipment will have to be removed with standard grade paint thinner. After cleaning, flush spray equipment with water or a water/solvent blend.

CAUTIONS. It is necessary for the integrity of the job that contractors ensure all personnel are properly protected from hazards when coating, or blast cleaning. There are numerous OSHA standards that cite how, where, and when workers need to be protected. You should consult OSHA, local, and equipment officials before starting the job to ensure your complete compliance with the law to avoid any liability issues. Product labels, Product Data Sheets, and Safety Data Sheets should always be consulted prior to any coating operations, and safety and health details should be addressed prior to implementing these operations.

Always dispose of dry, empty containers in compliance with local or state regulatory codes. First Aid: In case of eye contact, flush with water for 15 minutes. In case of skin contact, wash with soapy and water. If you experience difficulty breathing, seek a fresh source of air. In all cases, if you continue to experience discomfort, seek medical attention immediately. All products are for professional use only. Do not take internally. Keep out of reach of children. Refer to the Material Safety Data Sheet for safety instructions.

WARNING! Removal of old paint may generate fumes and dust that contain lead. This may be a step in the surface preparation process outlined previously. Lead can cause serious health issues. For more information regarding the proper protective equipment, containment, and cleanup for the removal of lead based paints contact the National Lead Information Center at 1.800.424.LEAD or contact your local health authority.

NOTE: The information and data given herein are based upon tests and reports considered reliable and are believed to be accurate. However, due to varied application and handling methods, no guarantee of duplicate performance, expressed or implied, is made.



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*NeverFade® uses a specialized pigment system. Some colors may not incorporate this pigment system which, therefore, will not be covered under the warranty. APV will notify all customers if the chosen color falls outside of this system.

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