



**RUST-OLEUM®
MAGNETIC PRIMER**

DESCRIPTION AND USES

Rust-Oleum® Magnetic Primer is a dark gray basecoat designed to transform a simple surface to one that attracts magnets. Magnetic Primer can be applied to wood, metal, masonry, drywall, plaster, and can be top coated with any latex or chalkboard paint. Strong magnets with minimal weight adhere best when coated properly. It is safe to use near electronics.

Note: Cannot be used in conjunction with Dry Erase Paint.

PRODUCT

SKU	DESCRIPTION (Quart)
247596	Magnetic Primer

PRODUCT APPLICATION

SURFACE PREPARATION

Remove loose paint and rust with a wire brush or sandpaper. Lightly sand glossy surfaces. Clean with soap and water, rinse and let dry.

WARNING! If you scrape, sand, or remove old paint from any surface, you may release lead paint 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.

PRODUCT APPLICATION (cont.)

APPLICATION

Apply when temperature is between 50-90°F (10-32°C) and humidity is below 85% to ensure proper drying. Before beginning the project, tape around the area you wish to paint. Wear gloves to prevent skin contact. Mix thoroughly to ensure any settled pigment is re-dispersed. Thinning is not required. Stir thoroughly regularly during application. Use a foam roller designed to give a smooth finish. Apply the primer with an up and down motion and work the area to give the smoothest finish. A smooth uniform surface will provide for stronger magnetic attraction. Three coats are recommended. One quart of Specialty Magnetic Primer will cover 16 square feet with 3 coats.

DRY and RECOAT TIMES

Based on 70°F (21°C) and 50% relative humidity. Allow more time at cooler temperatures. Dries to the touch in 30 minutes, and will dry to handle in 1 hour. It can be recoated with itself in 30 minutes. Apply any latex topcoat after 4 hours. Application of more than two heavy coats of topcoat will reduce the effectiveness of magnets. Wait 48 hours to ensure the surface is completely dry and ready for use.

CLEAN-UP

Wear gloves while cleaning application tools with xylene.

<small>• TRUSTED QUALITY SINCE 1921 •</small> RUST-OLEUM® SPECIALTY	TECHNICAL DATA	SPC-11
RUST-OLEUM® MAGNETIC PRIMER		

PHYSICAL PROPERTIES

		MAGNETIC PRIMER
Resin Type		Modified Alkyd
Pigment Type		Magnetite
Solvents		Mineral Spirits, Glycol Ether
Weight	Per Gallon	19.5 lbs.
	Per Liter	2.34 kg
Solids	By Weight	82.1%
	By Volume	46.1%
Volatile Organic Compound		<420 g/l (3.50 lbs./gal.)
Recommended Dry Film Thickness (DFT) per Coat		4.0-5.0 mils (100-125μ)
Wet Film to Achieve DFT (unthinned material)		8.5-11.0 mils (212.5-275μ)
Practical Coverage at Recommended DFT (assumes 15% material loss)		39-48 sq. ft./quart (1 coat) 13-16 sq. ft./quart (3 coats)
Dry Times at 70-80°F (21-27°C) and 50% Relative Humidity	Touch	30 minutes
	Handle	1 hour
	Recoat	30 minutes
Shelf Life		5 years
Flash Point		>200°F (93°C)
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.



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