



THE #1 CHOICE OF
PAINTING PROFESSIONALS®

EFF-STOP® Premium

Interior/Exterior Masonry Primer/Sealer ESPR00



≤ 50 g/L VOC*

DESCRIPTION: EFF-STOP® Premium is an epoxy-fortified acrylic primer/sealer for interior and exterior masonry. EFF-STOP Premium provides excellent adhesion, and efflorescence and alkali resistance on above grade masonry surfaces, tilt-up concrete, stucco and block. Masonry surfaces must cure for a minimum of 7 days. Avoid using alkali sensitive colors.

PRODUCT INFORMATION

SOLVENT TYPE: Water **RESIN TYPE:** Acrylic/Epoxy

FINISH (ASTM D 523): 2–8% on a 60° meter

COLORS: White. EFF-STOP Premium may be tinted with up to 2 fl. oz. of Dunn-Edwards ZTC Zero VOC colorant per gallon.

VISCOSITY@77°F/25°C (ASTM D 562): 93–101 KU

MAXIMUM VOC CONTENT 20 g/L (as supplied)	MAXIMUM RAVOC (Reactivity-Adjusted VOC) 5 g/L
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SOLIDS BY VOLUME (ASTM D 2697) 36.0.0% ± 2%	SOLIDS BY WEIGHT 49.0.0% ± 2%
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WEIGHT PER GALLON (ASTM D 1475): 10.78 lbs.

COMPOSITION BY WEIGHT

Pigment—33.8%		Vehicle—66.2%	
*Prime pigments	10.2	Acrylic & epoxy resins	12.7
Reinforcing pigments	23.6	Water & additives	53.5

**Prime pigments include titanium dioxide (TiO₂), plus all other pigments directly adding to the hiding power of this paint.*

RECOMMENDED FILM THICKNESS PER COAT

Wet: 5.5 mils Dry: 2.0 mils

PRACTICAL COVERAGE PER COAT AT RECOMMENDED DRY FILM THICKNESS
Approximately 225–275 sq. ft. per gallon, depending on surface conditions and application techniques.

THINNING RECOMMENDATION: This coating is intended to be applied without thinning or diluting under normal environmental and application conditions. If necessary to maintain good workability, add up to 1/4 pint (4 fl. oz.) of clean water per gallon of coating.

AVERAGE DRY TIME@77°F/25°C (ASTM D 1640)

To touch: 30–60 minutes Recoat: 2–4 hours
Dry times and recoat times are temperature, humidity and film thickness dependent.

APPLICATION EQUIPMENT: Brush, roller, airless spray

PACKAGING: One-gallon, five-gallon containers

STORAGE: Store in a dry area. Protect from freezing. Protect from temperatures above 110°F for extended periods of time. Extreme temperatures may cause paint to become unusable. See *Paint Storage Best Practices* Technical Bulletin at dunnedwards.com for more information.

CLEANUP: Warm, soapy water

DISPOSAL: For information on local options to dispose of unwanted leftover paint, call Dunn-Edwards Customer Service at 1-888-DEPAINT or visit www.dunnedwards.com. **Do not mix with other products.**

CONFORMS TO: ARB 2007 SCM & CALGreen 2016; CHPS Section 01350; LEED 2009 IEQ Credit 4.2; LEED v4 EQ Credit 2; MPI Approved Product #3, #50; CRGI Green Wise Certified; FDA Guidelines for Resinous & Polymeric Coatings

SAFETY DATA SHEET: Available at www.dunnedwards.com

SURFACE PREPARATION: All surfaces must be cured, clean, dry, and free from dirt, dust, rust, stains, grease, oil, mildew, wax, efflorescence, bond-breakers, and other contaminants. Remove all loose, peeling, or chalky paint by sanding, scraping, or other appropriate methods. Repair all cracks, holes, and other surface imperfections with a suitable patching material. Repaired surfaces should then be sanded smooth and dusted clean. Glossy surfaces should be dulled to provide a roughened surface for good adhesion.

SPECIAL INSTRUCTIONS

- CAUTION: Scraping or sanding surfaces of older buildings (especially pre-1978) may release dust containing lead or asbestos. EXPOSURE TO LEAD OR ASBESTOS CAN BE VERY HAZARDOUS TO YOUR HEALTH. Always wear appropriate personal protective equipment during surface preparation, and finish cleanup of any residues by water-washing all surfaces. For more information, see Dunn-Edwards brochure on “Surface Preparation Safety” or call EPA’s National Lead Information Hotline at 1-800-424-LEAD, or visit www.epa.gov/lead or [/asbestos](http://www.asbestos.org), or contact your state or local Health Department.
- This product can neither cause nor prevent or cure the growth of mold, mildew, or other forms of fungus. Excessive moisture and inadequate ventilation are the main conditions that promote their growth. Correct any such conditions before painting.
- New concrete should be allowed to cure for at least 14 days before applying EFF-STOP® Premium.
- Do not apply when the air or surface temperature is below 50°F.

USE AS A PRIMER FOR

MASONRY: EFF-STOP® Premium can be applied on surfaces with a pH of up to 13.

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| Plaster: | } | SUPER-LOC® Premium (SLPR00) or |
| Brick: | | EFF-STOP® Premium (ESPR00) |
| Stucco: | } | EFF-STOP® Premium (ESPR00) |
| Tilt-up concrete: | | |
| Poured-in-place: | | |
| Concrete block: | | Smooth BLOCFIL Premium (SBPR00) |
| Smooth trowel: | | SUPER-LOC® Premium (SLPR00) |

METAL:

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| Ferrous: | BLOC-RUST® Premium (BRPR00) or
ENDURAPRIME® Metal Primer (ENPR00) |
| Non-ferrous: | ULTRASHIELD® Galvanized Metal Primer (ULGM00) or
BLOC-RUST® Premium (BRPR00) |
| Galvanized steel: | ULTRASHIELD® Galvanized Metal Primer (ULGM00) or
*ULTRA-GRIP® Premium (UGPR00) |

**for incidental use on galvanized*

**This product has been tested and certified by Coatings Research Group Inc., an international paint industry-organized ISO-accredited testing laboratory, to meet performance and environmental standards as shown on www.greenwisepaint.com. Dunn-Edwards is a member of CRGI.*