



THE #1 CHOICE OF
PAINTING PROFESSIONALS®

FLEX-PRIME® Select

Interior/Exterior
Flexible Masonry Primer

FPSL00-1



DESCRIPTION: FLEX-PRIME® Select is an interior and exterior latex masonry primer that provides very good resistance to alkali and efflorescence. FLEX-PRIME Select is designed to bridge hairline cracks in masonry surfaces, resulting in a seal that is flexible and tolerant of movement in the substrate. FLEX-PRIME Select can be used on properly cured tilt-up concrete, poured-in-place concrete, stucco, and block.

PRODUCT INFORMATION

SOLVENT TYPE: Waterborne **RESIN TYPE:** Modified copolymer

FINISH (ASTM D 523): 5–10% on a 60° meter

COLORS: White. **FLEX-PRIME Select** 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): 80–85 KU

MAXIMUM VOC CONTENT **MAXIMUM RAVOC** (Reactivity-Adjusted VOC)
50 g/L (as supplied) 25 g/L

SOLIDS BY VOLUME (ASTM D 2697) **SOLIDS BY WEIGHT**
37.4% ± 2% 50.5% ± 2%

WEIGHT PER GALLON (ASTM D 1475): 11.20 lbs.

COMPOSITION BY WEIGHT

Pigment—28.6%		Vehicle—71.4%	
*Prime pigments	9.3	Acrylic resins	20.8
Reinforcing pigments	19.3	Water & additives	50.6

**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: 6.1–8.5 mils Dry: 2.5–3.5 mils

PRACTICAL COVERAGE PER COAT AT RECOMMENDED DRY FILM THICKNESS
Approximately 100–250 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

To touch: 1–2 hours Recoat: 4–6 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 2013; LEED 2009 IEQ Credit 4.2; CRGI Green Wise Certified

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, 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 tilt-up concrete panels must be cleaned and free from bond-breakers, form-release agents, and/or curing compounds.
- For cracks no greater than 1/32”, apply one coat of **FLEX-PRIME® Select**. When dry to recoat, apply one or two coats of a suitable Dunn-Edwards topcoat. For cracks greater than 1/32”, repair as recommended by the patching material manufacturer.
- Do not apply when the air or surface temperature is below 50°F.

USE AS A SEALER FOR

MASONRY: FLEX-PRIME® Select can be applied on surfaces with a pH of up to 11.

Stucco:	}	FLEX-PRIME® Select (FPSL00)
Tilt-up concrete:		
Poured-in-place:		
Brick:		
Smooth trowel:		
Concrete block:		Smooth BLOCFIL™ Select (SBSL00)

METAL:

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*