

# TECHNICAL BULLETIN

## The Importance of Priming

There are a growing number of paint companies who claim that their paint is “self-priming” thereby cutting painting time by eliminating the priming and drying stage, and cutting the cost of buying a primer. The purpose of this tech sheet is to dispel the myths that have resulted from these marketing claims.

### To get professional results, prime first

It is an industry best practice to properly prime the surface before applying the paint. Priming helps seal in stains, creates a smoother, even finish, and ensures superior adhesion between the top coat and the surface you’re painting. Priming is also recommended when you want to cover a dark-colored surface with a light-colored paint. Priming the surface to make it white or tinted to the color of the new paint will ensure the dark color doesn’t show through.

There are many varieties of primers suited for a particular substrate (i.e., drywall, metal, concrete, etc.) or to address a particular issue (i.e., cover stains, prevent tannin bleeding and mildew growth). New drywall, for instance, is very porous and will soak up the paint if you don’t prime first. The primer works to fill in the pores thereby reducing the number of coats of paint you need. Or if painting a metal fence, using a metal primer will protect against rust and serve as a strong foundation for subsequent coatings.

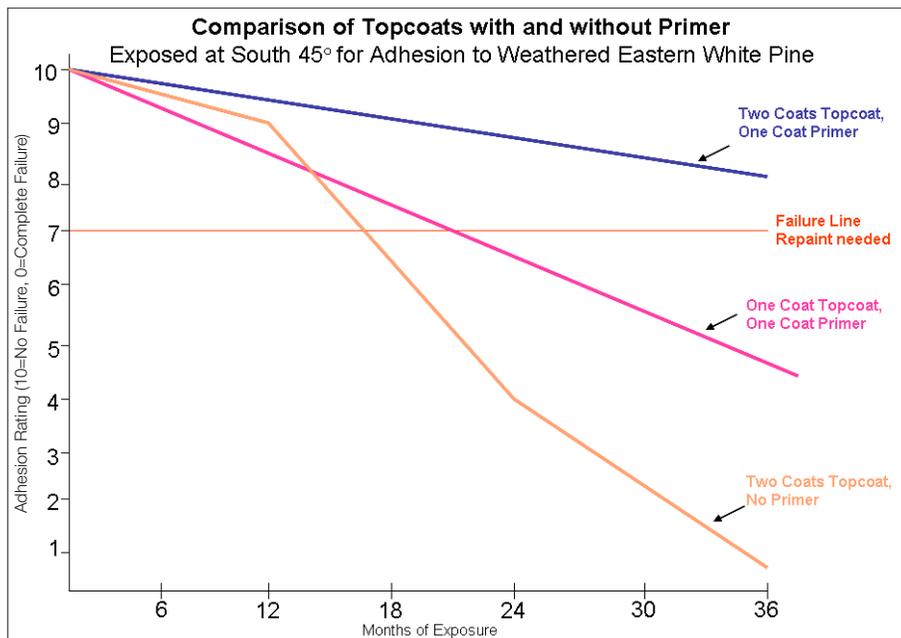
Please note that competitive products that claim to be “self-priming,” such as Behr’s Premium Plus Ultra Interior paint, offer no priming properties such as stain-blocking. For exterior paints, failing to prime can result in any number of problems including cracking, flaking, peeling, blistering, mildew, stain bleed-through, chalking, and fading. Testing done at the Paint

Quality Institute, an independent industry research group, shows that even one coat of topcoat over a properly primed surface will outperform two coats of topcoat applied directly to wood.

### Apply two coats for the best results

Some national paint companies are telling customers that they can cover in just one coat. A quality paint job requires two coats for better durability and coverage.

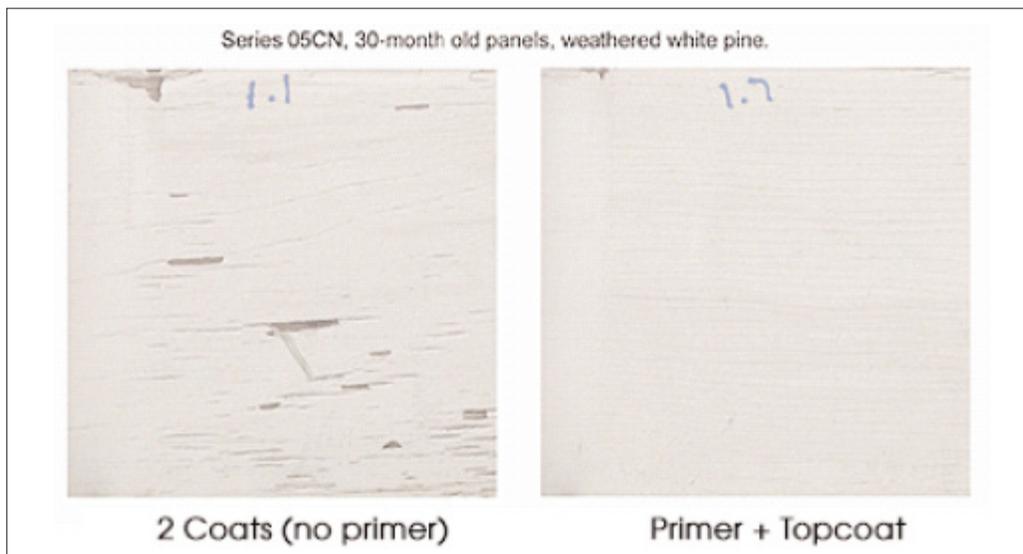
The test panels below demonstrate that a primer with one topcoat will outperform two topcoats with no primer.



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Priming is often a step that is overlooked, and it results in increased costs from having to fix paint failures or repaint earlier. Choosing and applying the right type of primer will ensure long-lasting, professional results.



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