



1 Gallon
Product No. 02001

5 Gallons
Product No. 02000

Bulls Eye 1-2-3®

Water-Base Interior/Exterior Primer-Sealer Stain Killer

Bulls Eye 1-2-3 is a professional grade, multi-surface bond coat with a high resin content and exceptional flexibility and durability. It is made with proprietary acrylic resins developed and manufactured by Zinsser. Bulls Eye 1-2-3 anchors tight to dense and glossy surfaces without tedious pre-sanding. Great leveling and sealing properties offer uniform holdout of enamel and metallic coatings for true color and visual impact.

- Great hide
- Great adhesion without sanding
- Superior stain blocking – seals graffiti, grease spots and other oil-soluble stains
- Mold & mildew resistant film
- Great for high pH surfaces like new concrete and masonry
- Rust inhibitive film
- Great under or over any paint
- Fast 1 hour dry time

Also available in Bulls Eye 1-2-3 DEEP TINT formula to help hide dark and accent colors in one coat (Product No. 02031).

Meets or exceeds SCAQMD Rule 1113 definition for Primer, Sealer & Undercoater

Generic Type:

100% acrylic water-base primer-sealer.

Recommended For:

Interior – New and previously painted drywall, plaster, wood (pine, fir, cedar, redwood, plywood), metal (aluminum, iron, steel, stainless steel, galvanized metal), vinyl, PVC, fiberglass, masonry (stucco, concrete & brick).

Exterior – New or previously painted wood (pine, fir, cedar, redwood, T1-11, plywood, pressure treated woods). Asbestos shingles, glass, metal (aluminum, iron, steel, & galvanized metal), PVC, aluminum and vinyl siding, fiberglass and masonry (stucco, concrete, HardiPlank® & brick).

Application Data:

Brush, roller or pad: **Nylon, polyester or blend**

Airless Spray: **.015"-.017" tip @ 2000–2500 psi**

Conventional Spray: **Thin to 10% – clean water**

Spray @ 50 – 90 psi

Practical Spread Rate: **350 – 450 sq. ft. per gallon**

Application Conditions: **50° – 90° F / 10% - 85% RH**

Dry Time (75°F/50%RH) Touch: **35 min** Recoat: **1 hr**

Stain sealing: **2 hr, Cedar 24hrs**

Full scrape cure: **7 days**

Tinting: **Up to 2 oz Universal Colorant**

USE 1-2-3 DEEP TINT FOR MID/DEEP-TONE COLORS

Cleanup:

Liquid detergent and warm water. If dried on tools let soak overnight in 1:4 ammonia and water solution.

Solids by Weight: **51.65%**

Solids by Volume: **36.48%**

Density: **10.79 lbs/gal**

Viscosity Range: **100 – 110 KU**

Theoretical Spread Rate

@ 1 mil DFT: **540 sq. ft. per gal.**

Gloss @ 60°/3 day cure: **23% (satin)**

Enamel holdout: **1.0% gloss change**

Wet adhesion: **Pass 2000 cycle**

Flexibility/7 day cure
(1/4" Mandrel): **Pass/5A**

Flame spread
(ASTM-84-97A): **5, Class 1**

Smoke contribution
(ASTM-84-97A): **0, Class 1**

Flash Point
(ASTM D3278): **>180°F**

MAX VOC: **100 g/L**

Freeze/thaw stable: **Yes**

All Purpose – All Surface



Great for
aluminum or
vinyl siding



Seals
porous
surfaces



Adheres to
glossy surfaces
without sanding