

JAY COOKE'S

Tradition
Innovation



Profitable
Business

READ CAREFULLY BEFORE APPLYING.

Product Characteristics: *Jay Cooke's All-Purpose Sign Primer* is a high-build, water-based, universal primer, sealer and stain blocker. *Jay Cooke's All-Purpose Sign Primer* combines fast-dry convenience with outstanding adhesion, build and sealing capabilities. *Jay Cooke's All-Purpose Sign Primer* can be used for both interior/exterior application and can be used with either enamel or latex top coats. When used as a Primer/Sealer on new wood, it provides excellent tooth for surface coatings and will not cause excessive grain raising. Absence of harmful solvents, low odor and water clean-up makes *Jay Cooke's All-Purpose Sign Primer* a pleasure to use.

Product Use: *Jay Cooke's All-Purpose Sign Primer* fills the need of both the commercial shop and dimensional sign maker. It is formulated so only one primer is needed for wood, foam, MDO plywood, fiberboard or metal. It provides excellent coverage, dries quickly, is virtually odorless and sands beautifully.

Application: Stir thoroughly before using. For brush or roller application *Jay Cooke's All-Purpose Sign Primer* is designed to be used full strength. Thin with water as needed for spray application. Three coats are recommended for wooden and foam panels; two to three coats on all other surfaces. Be certain all sign surfaces are coated equally, front and back, paying particular attention to edges. For a perfect surface sand with 120 grit, then dust and tack between coats. Do not apply below 50 degrees F.

Previously Painted Panels: Check for unsound paint by cutting an "X" into the paint with a razor. Firmly press tape over that mark and pull quickly away. If paint releases, it is unsound and should be removed. Surface must be completely clean and free from grease, wax, dust or scaling paint. If washing is necessary, clean with a strong detergent and rinse completely. Mold-and-mildewed surfaces should be washed with a solution of 3 parts water and 1 part household bleach.

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

Drying Time: *Jay Cooke's All-Purpose Sign Primer* will dry in 30 minutes and may be sanded within one hour. If enamel is planned as the topcoat, and mask will be applied to it before carving, allow overnight drying before topcoating. If no masking will be used, allow 2-4 hours drying before first enamel coat. For latex top coating, allow 1-2 hours drying time. Substrate moisture content and local weather conditions may make testing a reasonable strategy. If in doubt, always allow overnight drying before topcoating.

Coverage: One gallon will cover approximately 400 square feet on smooth non-porous surfaces.

Tinting: Tint toward color of top coat using a solid color latex stain.

Clean-Up: Clean brushes and rollers immediately after use with soap and water. Wipe up splatters before they dry. If primer dries, use a 50% solution of household ammonia and water, then rinse with water.

Storage: To avoid skinning, close container after each use. Keep lid tightly closed during storage. Protect from freezing. If contents freeze, allow to thaw at room temperature before use.