



**Manufactured to Last®**

**HIGH-TECH WATERBASED RED IRON OXIDE**

**INSUL-SHIELD® PRO-PRIME RED-OX™** **INSUL-SHIELD®**

Wall Coating Systems      Wall Coating Systems

Manufactured to Last®      **PROTECTIVE WATERPROOFING**      Manufactured to Last®

**Zinc Rich High Solids Metal Primer Sealer**

**PRODUCT DESCRIPTION:**

**PRO-PRIME RED-OX™** is a revolutionary , multi-purpose, waterborne latex, red iron oxide primer sealer. It is designed to protect metals from rusting during storage or erection, and for general maintenance to retard the spread of existing rust on metals. **PRO-PRIME RED OX™** is formulated with an optimum high solids blend of environmentally acceptable Zinc and Corrosion Resistant Pigments in a 100% Acrylic Waterproofing Resin base. A safe, low V.O.C. mixture with low odor for interior or exterior use which maintains the same level of performance as the “old” Red Lead and Zinc Chromate Primers. **PRO-PRIME RED OX™** does not have to be top coated but can be top coated with most any latex paint or coating.

**METAL-PRIME RED-OX™ USES:**

**PRO-PRIME** can be used for interior or exterior surfaces, including metal roofs. It has excellent adhesion to aluminum, steel, galvanized, ferrous and other metals in normal chemical environments. It is excellent for both new construction and renovations on industrial, commercial, and residential applications.

**SURFACES PREPARATION:**

For proper adhesion and maximum performance, it is essential that the surface is prepared properly. The surface must be clean, dry, and free from all scaling rust, mill scale, dirt, grease, wax, oil, chalk, incompatible paint, or detergent. chemical films. Rusted metals should be cleaned down to remove all scaling and flaking rust by scraping, wire brushing, sanding, or sandblasting. Be sure the surface is thoroughly de-greased and moisture free before priming. Use a degreaser on galvanized or coated metals that have oils or surface treatments.

Apply only to a sound, completely dry, well prepared roof surface. Leaks must be repaired before any coating is applied. Prepare surface by thoroughly pressure washing with a water and chlorine mixture using at least 3000 P.S.I. to remove any previous coatings, dirt, grease, and other foreign materials, especially mold, mildew, and algae. **PRO-PRIME RED-OX™** will resist mildew growth but will not kill mildew already on the surface. Apply **METAL-PRIME RED-OX** in rusted or corroded areas that need to be treated. **TWO COATS OF PRO-PRIME RED-OX MUST ALWAYS BE APPLIED.** Patch any holes, cracks, flashing, valleys, vents, etc., with **PERMAPATCH**, a Waterproof Caulk and Sealant, after **PRO-PRIME RED-OX™** application. Tape & seal all seams with **PERMATAPE™**, a Polyester Fabric Tape. **NOTE™** **PRO-PRIME RED-OX™** may be used as a saturant for the **PERMATAPE™** with the second coat of **PRO-PRIME RED-OX™** applied over the **PERMATAPE™**.

**APPLICATION PROCEDURE:**

Stir well. You will notice **PRO-PRIME RED-OX™** to be quick thick. This is necessary to hold the high solids of zinc and red iron oxide pigments in suspension. If thinning is necessary, use water sparingly, not exceeding 8 ounces per gallon of primer. Be sure to only thin the amount of product that will be used with 24 hours or setting or pigments may occur. If possible **PRO-PRIME RED-OX™** should be applied as is from the container, no thinning. Apply at temperatures above 40 degrees Fahrenheit and when primer will not be subject to rain or heavy dew before it has had a chance to dry (approximately 2-4 hours). Apply with short nap roller, brush or at least 1 gallon per minute piston type airless sprayer with a minimum tip size of .027. Apply uniformly and do not leave any puddles. Two coats are required. The first coat may show some flash rusting, but the second coat will completely encapsulate all active oxidation. Spot priming is acceptable, but the applicator should be aware of the possibility of microscopic rust not visibly seen. Spot prime with two coats of **PRO-PRIME RED-OX™** and extend one foot beyond the perimeter of the rust. Consideration should be given to two coat the entire surface area greatly reducing any possibility of future rust. Wait at least 12 hours before applying a second coat. Dry times will vary depending on weather.

**Airless Sprayers:** Use at least a 1 gallon per minute piston type airless sprayer with a minimum tip size of .027. Remove all line filters and gun filters before spraying.

**Clean Up:** Clean up all spills, tools, and overspray immediately while the coating is still wet with warm soapy water.

**APPLICATION SPECIFICATIONS:**

**PRO-PRIME RED-OX™** must be applied as followed for best performance and Warranty Compliance:

-surfaces with less than 40% Rust, Spot Prime with Two Coats of **PRO-PRIME RED-OX™** over affected area(s) extending one foot beyond perimeter of visible rust, then prime entire surface with a Full Coat of **PERMABOND™**

-Surfaces with over 40% Visible Rust or Corrosion: Spot Prime with One Coat of **PRO-PRIME RED-OX™** over affected area(s) extending one foot beyond perimeter of visible rust, and One Full Coat of **PRO-PRIME RED-OX™** must result in a minimum 15 mil total dry film thickness for two coats.

**MAXIMUM SPREAD RATES™** **PRO-PRIME RED-OX™** must be applied to no more than 150 square feet per gallon.

Just because rust is not visible, does not mean it has not started to form. Two Full Coats of **PRO-PRIME RED-OX™** is strongly recommended; any application less than two full coats of **PRO-PRIME RED-OX™** applied at not more than maximum spread rates may not be effective to prevent, retard or stop rust and corrosion.

Ambient Temperature of 77° and RH of 50% **TECHNICAL SPECIFICATIONS:** Rates & Times May Vary Beyond Specifications

FINISH: Flat  
 COLOR: Brownish Red  
 VEHICLE TYPE: Copolymer Emulsion  
 SOLIDS by WEIGHT: 59% +/- 2%  
 SOLIDS by VOLUME: 43% +/- 2%  
 V.O.C.'s (averages): .83 lbs./gal. • 100.0 g/liter

SPREAD RATE: 100 to 150 sq.ft./gal.  
 DRY to TOUCH: 2-4 Hours  
 RECOAT: 12 Hours  
 CURE TIME: 5 to 7 Days  
 SIZES: 1 Gal., 5 Gal., 55 Gal.  
 GALLON WEIGHT: 11.9 lbs. +/- .3lbs.

Information presented on this Data Sheet has been compiled from sources to be reliable and is accurate and reliable to the best of our knowledge and belief but is not guaranteed to be so. In Any Event Insulpro Paints will not be liable or responsible for any past, present or future leaks or any resulting consequential or incidental damages.

Product Identification	Product Name: <b>INSUL-SHIELD PROPRIME™</b> General Usage: Red Iron Oxide Metal Primer General Description: Pigmented Latex Coating C.A.S. Number: None Established, Mixture	
Manufacturer Information	Manufacturer's Name: InsulPro Paints Inc. Address: 10300 W. Charleston Blvd., Suite 13-174 Las Vegas, Nevada 89135	
Chemical and Physical Properties	Color: Brownish Red Physical State: Liquid Boiling Point: 212 Fahrenheit Specific Gravity (H <sub>2</sub> O=1) >1 Vapor Presence: about the same as H <sub>2</sub> O Percent Volatile 16-21% Evaporation Rate (Butyl Acetate=1): <1	Odor: Pungent Odor Odor Threshold: Unknown Melting Point: N/A Freezing Point: 32 Fahrenheit Solubility in H <sub>2</sub> O: Soluble pH (undiluted): 8 to 8.5 Vapor Density (Air:1): <1
Fire Protection Information	Decomposition/Combustion: Flash Point: Recommended Extinguishing Media: Flammable Limits:	N/A N/A; Does Not Burn N/A N/A
Storage And Reactivity	Hazardous Polymerization: Storage Conditions: Toxic Products Which May Form:	Will Not Occur Keep from Freezing None
Transportation	Hazard Classes: Hazard Labels: Hazard Determination: Shipping Containers: Shipping Class:	None; Not Hazardous Not Required MSD Sheet Varies Class 5; Water Based Paint
Container Labeling	Explanation of Unique Labeling System: None Used	

Health Hazard Data	SHORT TERM EXPOSURE	
	Route of Entry: Inhalation: Skin:	Precautionary Treatment Expected None Expected None
	Eyes:  Ingestion:	Flush Immediately with large amounts of water for at least 15 minutes, holding eyelids open.  Call a physician if significant amounts have been Swallowed. Give patient large amounts of water of milk for dilution.
	LONG TERM EXPOSURE	
	Carcinogen: Target Organ Effects: Other Health Hazards:	None None None Known
Personal Protection	Respiratory Protection: Protective Clothing: Ventilation: Other Protective Measures: Eye Protection:	No inhalation hazard expected None Required Local None Safety Glasses
Spill or Leak Protection	Accidental Release or Spill  Neutralizing Chemical/Media: N/A	Collect liquid or solid with absorbent package for disposal
Treatability	Biodegradability: With water prior to cure. Influence on Biological Wastewater Treatment: None Other Impacts on Wastewater Treatment: None Recommended Wastewater Treatment: Dilutable Constituents Interfering With or Not Amenable to Biological or Wastewater Treatment: None	
Recommended Waste Disposal	Dispose of in accordance with Federal, State and Local guidelines.	