



**ELASTOMERIC ACRYLIC
 PERMASIL PLUS™ PRIMER
 WATERPROOFING & BONDING
 INSULATING WHITE ROOF PRIMER**

**PRODUCT
 DATA
 #7039**

04/02/24
superseding: 01/01/24

PRODUCT DESCRIPTION:

PERMASIL PLUS™ PRIMER is a flat white, elastomeric acrylic with ceramic, waterproofing adhesive, bonding Insulating Roof Primer. A mixture of ceramic pigments and ceramic micro-spheres provides heat dissipation and insulating properties. A waterborne, latex based, high solids resin rich formula that is designed to prepare roofing surfaces for PERMASIL PLUS™ SILICONE. PERMASIL PLUS™ PRIMER will bond and seal and provide extra waterproofing to most any new or existing exterior roofing surface. Good performance as a bleed blocker for asphaltic surfaces. PERMASIL PLUS™ PRIMER will fill and seal most irregularities on the roof surface which will aid in easier and more uniform application of PERMASIL PLUS™ SILICONE. The bond that is formed between PERMASIL PLUS™ PRIMER and the PERMASIL PLUS™ SILICONE finish coat eliminates any possibility of moisture under the finish coat thus extending the coatings life considerably. A rust treatment application of METAL-PRIME RED-OX™ Red Iron Oxide Primer will be necessary if any rust is present. A coat of PERMASIL PLUS™ PRIMER will qualify for a Twelve Year Limited Material Warranty for the PERMASIL PLUS™ SILICONE Roof Coating System. Inquire about all details including specific instructions and application procedures when a Nationwide Limited Material Warranty is desired.

PRODUCT USES:

Excellent adhesion on most any sloped or flat roof surfaces including: weathered wood, shakes, plywood, clapboard, primed metal, galvanized, aluminum, tin, copper, asbestos, asphalt, urethane, polyester, styrofoam, adobe, brick, stucco, concrete, clay, masonry, slate, slab, built-up-roofs, modified bitumen membranes, rolled roofing, mineral surfaced roofing and various other substrates. For use on residential, commercial and industrial applications.

STAINS: Spot prime all stains before priming entire area. PERMASIL PLUS™ PRIMER will seal most stains. If stain persists, an alkyd stain blocker should be used.

SURFACE PREPARATION:

For proper adhesion it is essential that the surface is prepared properly. Clean Exterior Surfaces by thoroughly pressure washing with a water and chlorine solution using at least 1500 P.S.I. to remove any previous coatings, dirt, grease, and other foreign materials, especially mold, mildew and algae. PERMASIL PLUS™ PRIMER will resist mildew growth, but will not kill mildew already on the surface. Rinse thoroughly. Remove loose paint and powdery substances. Patch any holes, cracks, seams, imperfections, etc., with PERMAPATCH™, Waterproofing Caulk & Sealant.

Metal: Clean surface of all grease, oil and foreign matter before priming. Rusted metal and uncoated ferrous metal must be primed with METAL-PRIME RED-OX™, Red Iron Oxide Primer Sealer. Use a degreaser on galvanized or coated metals which have oils or surface treatments. Check PERMASIL PLUS™ PRIMER adhesion on galvanized or coated metal by applying to a small area and evaluating after 48 hours. If lack of adhesion is present after evaluating, metal must be lightly scuffed without penetrating the coated finish or galvanizing. If applicable, use METAL-PRIME RED-OX™ to spot prime the penetrated areas, then use PERMASIL PLUS™ PRIMER for entire coated or galvanized surface.

NOTE: New masonry must age 28 days before priming or you can apply a sealer coat of CHALK FORCE™ Surface Conditioner & Chalk Sealer before PERMASIL PLUS™ PRIMER.

APPLICATION PROCEDURE:

Stir well before using. Do not thin, use product as is. Do not apply when temperatures are below 45 degrees Fahrenheit or when humidity is very high. Do not apply when coating will be subjected to rain or heavy dew before it has had enough time to dry (approx. 1 to 2 hours). Drying time will vary depending on temperature, humidity and location. Apply using brush, roller or spray. Spread primer uniformly. Spread Rate will vary depending on substrate. Apply a coat between 10 to 16 mils wet film thickness. Wait at least 4 hours before applying a compatible paint or coating.

Airless Sprayers:

Use at least a 1 gallon per minute piston type airless sprayer with a recommended tip size of .021. Remove all line filters and gun filters before spraying.

Clean Up: Clean all spills and tools immediately after use while coating is wet with warm soapy water.

Roof Primers

Ambient Temperature of 77°F and RH of 50%

TECHNICAL SPECIFICATIONS:

Rates & Times May Vary Beyond Specifications

FINISH:	Matte	SPREAD RATE:	100 to 150 sq.ft./gal.
COLOR:	Transparent White	DRY to TOUCH:	2 to 4 Hours
VEHICLE TYPE:	Copolymer Emulsion	RECOAT:	12 Hours
SOLIDS by WEIGHT:	45% +/- 2%	CURE TIME:	5 to 7 Days
SOLIDS by VOLUME:	33% +/- 2%	SIZES:	1 Gal., 5 Gal., 55 Gal.
V.O.C.'s (averages):	.38 lbs./gal. • 46.0 g/liter	GALLON WEIGHT:	10.2 lbs. +/- .3 lbs.

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 Nationwide Protective Coating Manufacturers, Inc. will not be liable or responsible for any past, present or future leaks or any resulting consequential or incidental damages.



MATERIALS HEALTH, SAFETY AND ENVIRONMENTAL DATA SHEET

**MSDS#:
7039**

Product Identification	Product Name: PERMASIL PLUS™ PRIMER Product Code #: 7039 General Usage: Exterior Latex Elastomeric Roof Primer General Description: Pigmented Latex Roof Primer C.A.S. Number: None Established; Mixture	
Manufacturer Information	Manufacturer's Name: Nationwide Protective Coating Mfrs., Inc. Address: 7106 24th Court East; Sarasota, FL 34243-3993 Emergency Telephone: 1-800-423-7264 or 941-753-7500 Information: 1-800-423-7264 or 941-753-7500 Web Site: www.nationwidecoatings.com E-Mail: info@natcoat.net Date Effective: January 1 st , 2024	
Chemical and Physical Properties	Color: White Physical State: Liquid Boiling Point: 212 Fahrenheit Specific Gravity (H ₂ O=1): >1 Vapor Presence: about same as H ₂ O Percent Volatile: 50-55% Evaporation Rate (Butyl Acetate=1): <1	Odor: Pungent Odor Odor Threshold: Unknown Melting Point: N/A Freezing Point: 32 Fahrenheit Solubility in H ₂ O: Soluble pH (undiluted): 8 to 8.5 Vapor Density (Air=1): <1
Ingredients C.A.S. Numbers	Modified Acrylic Polymer Titanium Dioxide Calcium Carbonate Zinc Oxide Ethylene Glycol Ammonia Trimethyl Pentandiol Monoisobutyrate Mineral Spirits Ceramic Micro Spheres	Proprietary (non-hazardous) C.A.S. #: 13463-67-7 C.A.S. #: 1317-65-3 C.A.S. #: 1314-13-2 C.A.S. #: 107-21-1 C.A.S. #: 7664-41-7 C.A.S. #: 25265-77-4 C.A.S. #: 8052-41-3 C.A.S. #: 66402-68-4
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 55; Water Based Paint

Health Hazard Data	SHORT TERM EXPOSURE	
	Route of Entry: Inhalation: Skin: Eyes: Ingestion:	Precautionary Treatment Expected None Expected None Flush Immediately with large amounts of water for at least 15 minutes, holding eyelids open. Call a physician if irritation persists Call a physician if significant amounts have been Swallowed. Give patient large amounts of water or 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:	Collect liquid or solidify with absorbent package for disposal N/A
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	
Labeling	Explanation of Unique Labeling System: None Used	
Waste Disposal	Dispose of in accordance with Federal, State and Local guidelines.	

EMERGENCY & INFO: 1-800-423-7264

Form based on O.S.H.A. Form 20. Information presented herein has been compiled from sources to be reliable and is accurate and reliable to be the best of our knowledge and belief but is not guaranteed to be so.

EMERGENCY & INFO: 941-753-7500