



# The Right Primer For the Job

It's not just paint.  
*It's personal.*



## Timber ▶

- Resins in timber (hardwoods, resinous softwoods)
- Knots
- Old bitumen
- Timber treated with non-bitumen based preservatives

### For best results:

Ensure the surface is clean, dry and free from anything that is likely to interfere with the primer's adhesion. For resinous softwoods apply heat (hot air gun) to help exhaust all the resin to the surface then clean off with methylated spirits. This will reduce the likelihood of re-occurrence.

For old bitumen chalks, wash down surface thoroughly with a liquid detergent dispersed in hand hot water, frequently changing the water to avoid re-contamination and rinse with clean water. The surface should then be primed with Crown Trade Aluminium Wood Primer, and a topcoat of your choice.

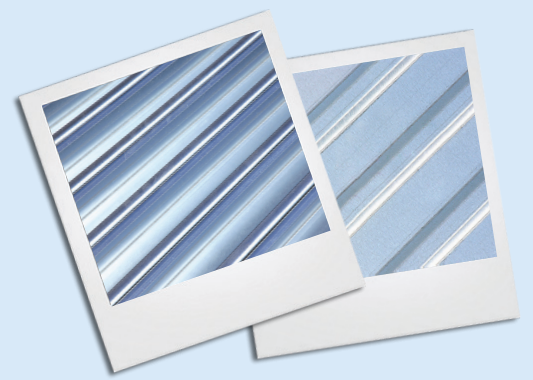
### We Recommend Aluminium Wood Primer



## Bright galvanised steel ▶

### For best results:

The first step to decorating galvanised steel is to ensure that the surface is thoroughly clean. Wash the bright galvanised steel with a mild liquid detergent dispersed in hand hot water. Next thoroughly remove all traces of the liquid detergent with clean water, changing the water regularly. Once dry apply Crown Trade Protective Coatings T-Wash. If the surface has been satisfactorily degreased it should turn black immediately indicating that the surface is ready to be primed. Crown Trade T-Wash oxidises the surface to provide a key and is a great indicator to tell you that the surface has been satisfactorily cleaned. If there are any areas that do not turn black, repeat the cleaning process. Once completed apply Crown Trade Protective Coatings Rust Inhibiting Metal Primer which must be overcoated within 48 hours, followed by your preferred top coat.



We Recommend  
Crown Trade Protective Coatings T-Wash

## Stains ▶

- Stains such as nicotine damage, water stains and graffiti

### For best results:

The root cause of any stain must be cured prior to applying Crown Trade primers, ie if there has been a water leak ensure that all fixing work is carried out prior to painting and that the wall is thoroughly dry. Wash the surface thoroughly with a liquid detergent dispersed in hot water, frequently changing the water to avoid re-contamination.

For smoke damaged areas remove as much staining as possible using a proprietary cleaner and rinse with clean water.

For large wall areas we recommend the use of Crown Trade PSB Stain Block Primer. This product holds the stain within the primer coat and once overcoated with the topcoat the stain is no longer visible. As it is a water-based product, it is ideal for work being carried out in occupied areas. For a solvent-borne alternative or in smaller areas we recommend Crown Trade Alkali Resisting Sealer.



For a solvent-borne solution  
We Recommend  
Alkali Resisting Sealer



For a water-based solution  
We Recommend  
PSB Stain Block Primer



## Cement and brickwork ▶

- Cement
- Stucco
- Brick (Not common or flinton type bricks)
- Block
- Lime wash
- Building boards
- Friable surfaces



### For best results:

Ensure that the surface is clean, dry and free from anything that is likely to interfere with adhesion. Brush down with a stiff bristle brush, not wire. Wire brushes may cause rust spots to appear in the render and may bleed through affecting the finished surface. Crown Trade Stabilising Solution should be used to stabilise the substrate prior to application of a decorative finish and control the suction on absorbent surfaces.

We Recommend  
Stabilising Solution



## Adhesion to problem surfaces ▶

- Glass, tiles and melamine
- PVCu and hard plastics
- Pre-cast concrete



### For best results:

For difficult surfaces we recommend applying Crown Trade Grip Extreme Primer. Preparation is key. Ensure that the surface is thoroughly washed with a liquid detergent dispersed in hand hot water, frequently changing the water to avoid contamination. This product is quick drying and overcoatable after 1 hour enabling the job to be completed within the day. This handy primer is a quick fix for many problem areas and is an ideal primer for every van to carry.

We Recommend  
Water-Based Grip Extreme Primer



## Staying White ▶

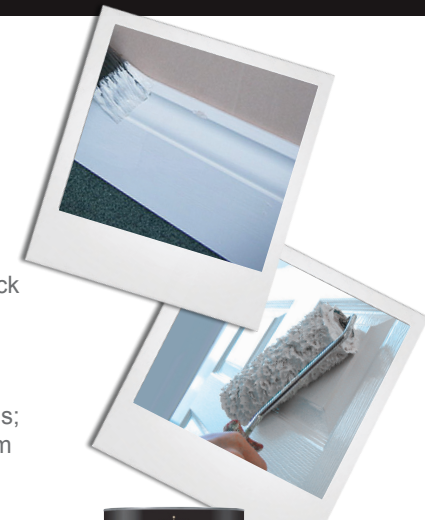
- Panel doors
- Skirts and architrave

### For best results:

Crown Paints recommend the use of Crown Trade New Build Acrylic Gloss or Acrylic Satin Finish, in new build environments. These are the only products which will not visibly yellow over time as a result of the lack of natural light or the influence of building products used in new properties.

Ensure that the surface is clean, dry and free from anything that is likely to interfere with the primer's adhesion. Apply Crown Trade New Build Acrylic Primer Undercoat liberally with a good synthetic brush maintaining the wet edge. Wipe the surface with a dampened sponge or cloth especially in warm conditions; this will help to slow down the drying speed, reducing brush marks. For best results use as part of a system and overcoat with New Build Acrylic Gloss or Acrylic Satin Finish dependent upon preferred finish.

This product is excellent where you need to complete the job within the day or areas where a quick turnaround time is needed.



We Recommend  
New Build Acrylic Primer Undercoat



If you have a particular substrate query, please contact the Customer Relations Team on **0845 389 9583** or email [info@crowntrade.co.uk](mailto:info@crowntrade.co.uk). For more information on any of our Crown Trade products visit our website. [www.crowntrade.co.uk](http://www.crowntrade.co.uk)



To see our full range of  
Primers please refer to the  
reference guide overleaf. ▶

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# Primers Reference Guide

Product	Usage	Substrates	Application	Spreading Rate (m <sup>2</sup> /Litre)	Drying Time	Pack Sizes
<b>Wood Primer</b> 	A premium quality solvent-borne wood primer designed specifically to be used on a variety of timbers. Crown Trade Wood Primer seals the surface, provides excellent adhesion properties and acts as a sound foundation for the chosen system. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Softwood</li> <li>Plywood</li> <li>Chipboard</li> <li>Flake board</li> <li>MDF</li> </ul>		Up to 10-12	Touch Dry: 4-6hrs Recoatable: 16hrs	1 2.5 5
<b>Aluminium Wood Primer</b> 	Crown Trade Aluminium Wood Primer is designed for interior and exterior priming of hardwoods, resinous softwoods and wood treated with wood preservative. This product has self knotting properties and seals stains and tannins in timber. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Hardwoods</li> <li>Resinous softwoods</li> <li>Timber treated with non-bitumen based preservatives</li> </ul>		Up to 13	Touch Dry: 2-4hrs Recoatable: 16hrs	2.5 5
<b>Water-Based Metal Primer</b> 	A quick drying alternative to conventional primers, it is suitable for use on all metal substrates, both ferrous and non-ferrous, including galvanised steel. Can be overcoated with both water-based and solvent-borne gloss systems. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>For use over new, pre-treated and weathered galvanised metal surfaces &amp; correctly prepared ferrous and non-ferrous metals</li> </ul>		Up to 14	Touch Dry: 1hr Recoatable: 4hrs	5
<b>PSB Stain Block Primer</b> 	Crown Trade PSB Stain Block Primer is a high performance primer for use on interior and exterior broadwall areas. With excellent adhesion and stain blocking properties to hold back a variety of stains such as water, nicotine, smoke damage, old bituminous coatings, creosol stains and timber discolouration. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Timber</li> <li>Hard plastics</li> <li>PVCu</li> <li>MDF</li> <li>Broadwall</li> </ul>		Up to 12	Touch Dry: 2hrs Recoatable: 15hrs	1 5
<b>Alkali Resisting Sealer</b> 	Ideal for priming, sealing and stabilising new, dry alkaline surfaces such as new lime plaster, cement and concrete. It can also be used to seal stains, stabilise powdery, chalky surfaces and promote adhesion to glass, ceramics and some plastics. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Dry plaster</li> <li>Cement</li> <li>Brickwork</li> <li>Hard plastics</li> <li>PVCu</li> <li>Concrete</li> <li>Glass</li> <li>Ceramics</li> </ul>		Up to 13	Touch Dry: 4hrs Recoatable: 16hrs	1 5
<b>Acrylic Primer Undercoat</b> 	Crown Trade Acrylic Primer Undercoat is an economical quick drying general purpose primer/undercoat, suitable for interior wood, hardboard and plaster. Not suitable for metal, plastic or loosely bound surfaces. Rapid drying enables a three coat system of primer/undercoat and finish to be applied in one day, under good drying conditions. Suitable for: Interior only	<ul style="list-style-type: none"> <li>Wood</li> <li>Hardboard</li> <li>Plaster</li> </ul>	Synthetic 	Up to 16	Touch Dry: 1hr Recoatable: 4hrs	1 2.5 5
<b>Fungicidal Solution</b> 	Crown Trade Fungicide Solution is a concentrated solution for the treatment of organic growth on interior and exterior unpainted and previously decorated surfaces. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Treatment of organic growth</li> </ul>		Up to 30	24hrs (leave for 24 hours) then rinse with clean water and allow to dry.	5
<b>Stabilising Solution</b> 	Crown Trade Stabilising Solution penetrates surfaces to provide a firm foundation for decoration. It is particularly recommended on cement painted, lime washed and prepared distempers surfaces prior to the application of water-based masonry paints. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Cement</li> <li>Stucco</li> <li>Brick</li> <li>Block</li> <li>Lime wash</li> <li>Plaster</li> <li>Masonry</li> <li>Most exterior grade building boards</li> </ul>		Up to 6	Touch Dry: 2hrs Recoatable: 16hrs	5
<b>Red Oxide Primer</b> 	Crown Trade Red Oxide Primer is a genuine red oxide paint for ferrous metal. It also acts as a good holding primer prior to finishing interior and exterior metalwork. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Ferrous metalwork</li> </ul>		Up to 12	Touch Dry: 4hrs Recoatable: 16hrs	1 5
<b>Universal Metal Primer</b> 	Crown Trade Universal Metal Primer has been formulated specially for use on most ferrous and non-ferrous metals, alloys and suitably prepared galvanised steelwork. It has excellent adhesion and rust inhibiting properties and is grey in colour making it especially suitable where a light coloured finish is required. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Ferrous and non-ferrous metalwork</li> </ul>		Up to 12	Touch Dry: 2-3hrs Recoatable: 6hrs	1 5
<b>Protective Coatings T-Wash</b> 	Crown Trade Protective Coatings T-Wash is an etching wash for new bright unweathered, untreated galvanised surfaces. It creates a chemical reaction and causes the surface to turn black, which confirms that the surface has been degraded and etched. Treated surfaces are then ready for priming. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>New bright unweathered, untreated galvanised surfaces</li> </ul>		Up to 15-20	Touch Dry: 2hrs Recoatable: within 48hrs, surface must be primed within 48hrs	5
<b>Grip Extreme Primer</b> 	Crown Trade Grip Extreme is a rapid drying, adhesion promoting primer that will lock in stains such as nicotine. Its fast drying water-based formulation means that it can be recoated in just 1 hour. Suitable for: Interior only	<ul style="list-style-type: none"> <li>Difficult substrates</li> <li>Glass</li> <li>Ceramic tiles</li> <li>Melamine</li> <li>Wood</li> <li>Non-ferrous metals</li> </ul>		Up to 14	Touch Dry: 1hr Recoatable: 1hr	1 2.5 5
<b>Covermatt Drywall Primer</b> 	Crown Trade Covermatt Drywall Primer is specially formulated for levelling out surface porosity on dry lined walls and ceilings. It can also be used as a mist coat for new plaster where access to water is difficult. Crown Trade Covermatt Drywall Primer provides the perfect base for first decoration products. Suitable for: Interior only	<ul style="list-style-type: none"> <li>Dry lined walls and ceilings</li> </ul>		Up to 15	Touch Dry: 1-2hrs Recoatable: 4hrs	10
<b>Stronghold Exterior Primer Undercoat</b> 	Crown Trade Exterior Primer Undercoat is the first step in the Crown Trade Stronghold Exterior Gloss system. It has been formulated to provide long lasting, high gloss protection for exterior wood. It may also be used as an undercoat on primed or unprimed wood or over existing paint. It also seals wood and provides a sound base on which to apply Crown Trade Stronghold Exterior Gloss. Suitable for: Exterior only	<ul style="list-style-type: none"> <li>Wood</li> <li>Correctly primed metal</li> </ul>		Up to 15	Touch Dry: 4-6hrs Recoatable: 16hrs	2.5
<b>Aluminium Paint</b> 	A high quality aluminium paint for interior and exterior use where a durable metallic effect finish is required. Suitable for heated pipework up to 250°C. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Metal and pipework</li> </ul>		Up to 12	Touch Dry: 4-6hrs. Recoatable: 16hrs	1 5
<b>New Build Acrylic Primer Undercoat</b> 	Specially formulated to work with Crown Trade New Build Acrylic Gloss and Acrylic Satin Finish to combat the accelerated yellowing sometimes associated with new build environments. When used as a basecoat for Crown Trade New Build Acrylic Gloss, the system will show no visible yellowing and has been developed to benefit from good gloss and flow. Suitable for: Interior & exterior use	<ul style="list-style-type: none"> <li>Wood</li> </ul>	Synthetic 	Up to 14	Touch Dry: 1hr Recoatable: 4hrs	5

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