



## **XMR™ PRIMER** (Xcel Magnetic Receptive Primer)

**XMR™ PRIMER** is a water-based, iron ore enriched wall primer specifically used to paint interior wall surfaces that will receive magnetic material, and magnetic sign constructions, such as ACTION™ Magnet products. Once painted and properly cured, the XMR Primer can be top coated with any colored latex primer and/or paint combination, to match existing interior wall colors. The wall will retain its magnetic receptive properties indefinitely.

### **FEATURES & BENEFITS**

- Easy to apply
- Low odor
- Non Toxic
- Low VOC
- Fast dry time
- No tooling required

### **MIXING:**

XMR Primer should be power mixed for 3 to 5 minutes with a drill mixer. Mixing should start at the bottom, and work its way up to the top. This will allow the settled iron particles to be dispersed evenly during the paint rolling process. Once the mixing from bottom to top of the bucket feels the same, the mixing should be complete.

**IMPORTANT:** The XMR Primer bucket should always be covered with lid after pouring product into paint roller tray to prevent the product from drying out.

### **WALL PREPARATION:**

Clean the surface of the wall to be painted to ensure the area is free of dirt, oils, and debris. Remove any obtrusive high spots or bumps with a sharp putty knife. A smooth surface gives best results. The wall should be completely dry prior to applying XMR Primer.

### **APPLICATION:**

XMR Primer is designed to be a two coat application. It is to be applied with 3/8" nap roller or equivalent depending on wall texture. Apply XMR Primer starting in a corner and working your way out – going up and down, until the roller requires more product, while maintaining a wet edge. It is important not to apply too much pressure, as you DO NOT want to spread the product too thin. Reduction in application thickness will reduce the magnetic receptive strength. The product is self-flowing when coated properly, so no tooling is required. A second coat can be applied in typically 1 to 2 hours after the first coat. High humidity and temperatures below 60 degrees Fahrenheit will prolong the drying time. After the first coat is properly dried, a second coat is required, following the same procedures as the first coat. This should give the XMR Primer ample magnetic receptive strength. It is recommended that the XMR Primer be tested for magnetic receptive strength and also be completely dry and cured before finish coating with latex paints.

**CLEAN UP:** XMR Primer can be cleaned up with soap and water.

### **COVERAGE:**

1 gallon of XMR Primer yields approximately 250 square feet per gallon when properly applied on a two coat basis. An additional third coat may be required if yield exceeds 250 sq. ft. per gallon.

### **STORAGE:**

The recommended storage conditions for XMR Primer is between 60° and 90° F and less than 85% relative humidity.

### **WARRANTY LIABILITY LIMITED TO PURCHASE AND INSTALLATION COSTS**

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