



Tech Data Sheet

MULTIPURPOSE PRIMER

P-301 HYBRID PRIMER

Basic Uses & Description:

301 Multipurpose Primer is a high-solids, all-purpose roof primer designed to promote adhesion, block asphalt bleed-through, and improve coating performance. It bonds tightly to TPO, PVC, and metal, and builds meaningful mils for smoothing cracks and sealing rust. **Use under silicone or acrylic systems** and increase resistance to ponding water. Not for use with EPDM.

51% solids by volume:

Builds mils and smooths uneven surfaces

Excellent adhesion to TPO, PVC, and metal

Blocks asphalt oils from bleed-through in silicone systems

Enhances ponding water resistance in acrylic systems

Encapsulates surface rust and fills micro-cracks

Application:

Mechanically mix before using.

SURFACE PREP:

Use a power washer and wire brush to thoroughly clean surface and ensure it is free from dirt, grease, oil, mold, algae, loose granules, loose paint, rust, excess chalk, and other foreign matter which could affect adhesion. Apply only at temperatures above 40°F and rising with less than 90% humidity and no threat of rain for 48 hours. Surface temperatures should be under 100°F to avoid premature curing. If the roof surface is hot, apply a light water spray to reduce its temperature. Note: EPDM roofs may require aggressive power washing and may need to be cleaned twice to remove all surface contamination. Rinse thoroughly and allow to dry.

APPLICATION:

Apply using a soft-bristle brush, ¾" roller, or airless spray equipment. Mechanically mix before and during use to maintain uniform solids content.

Recommended spray configuration (adjust as needed for viscosity of 90 KU):

- Tip: .017-.031
- Pressure: 2500-3000 PSI
- Hose: 3/8" reduced to ¼" at gun

Dry Time: (77°F / 50% RH benchmark)

- Dry to Touch: ~1 hour
- Topcoat Ready: 2-4 hours, depending on temperature and humidity
- Full Cure: ~4 hours for film stability
(varies by airflow & surface porosity)

TEST PROPERTY	TEST VALUE
Weight per Gallon	8.36 lbs per gallon
Viscosity KU	90 Ku
Solids by Weight	51.12% Nominal
Solids by Volume	51.4% Nominal
VOCs	22 g/l
Color	Light Gray
Cure Time	4 hours (77°F and 50% Relative Humidity)
Packaging	Tote, Drum, 5 & 1 Gallons
Application Temp	40°F to 120°F
Service Temp (Cured Film)	15°F to 180°F

Handling & Storage:

Clean up with soap and water.

Two years from date of manufacture. Store in a dry place between 60-90° F. Protect from freezing in shipment and storage.

Safety:

Causes skin irritation. Causes serious eye irritation. Before handling, read the Safety Data Sheet for protective equipment and additional safety, health, and environmental information.

Please refer Safety Data Sheet for complete safety and regulatory information. Request Safety Data Sheet: info@koolcoatsusa.com

FOR PROFESSIONAL USE ONLY. KEEP OUT OF REACH OF CHILDREN.

Packaging Sizes:

301 Multipurpose Primer comes in Totes, Drums 5 gallon and 1 gallon containers.