



SW 6863 Lusty Red
color chip standard

COLOR OVER WHITE PRIMER

SW 6863 Lusty Red
color chip standard

COLOR OVER PRIMER
TINTED WITH TOPCOAT COLOR

SW 6863 Lusty Red
color chip standard

COLOR OVER PRIMER TINTED
TO RECOMMENDED GRAY SHADE

The Color Prime System and our complete PrepRite® line of primers give you the color and the performance you expect. Choose the primer that will give you the best results based on substrate type, condition, and expectations. For more information on the Color Prime System and the PrepRite line of primers, contact your local Sherwin-Williams store or representative or call **1-800-524-5979** to have a representative contact you.

GET THE
color you expect
WITH A COLOR
YOU NEVER EXPECTED.

WHEN YOU'RE CHOOSING A PRIMER,
DO YOU WANT TO FOLLOW TRADITION OR DO YOU WANT TO
get the best results?

Conventional wisdom tells you to use a white primer or one tinted with the topcoat color. But sometimes there's a better choice, and it's the Sherwin-Williams Color Prime® System of **gray-tint shades for primers**. We've found that many of the bold, deep, vivid, and transparent hues in our palette reach their true color in fewer coats when applied over a gray-tinted basecoat.

Here's how it works – primer tinted to the right shade of gray creates the ideal balance of light absorption and light reflection to more successfully achieve the **correct topcoat color**, and achieve it in **fewer coats**. So with the Color Prime System, you'll get the color you're looking for, and you'll **save time and money**. And that's not all. Tinting a primer to the recommended gray shade ensures better touchup, superior hide, more uniform color, and less streaking. Which adds up to an easier job for you, and customers pleased with a job well done.



So how do you know when to use a gray-shaded primer? And which shade should you use? Just check the back of your topcoat color chip. If a gray-tinted primer is recommended, a code of P1 through P6 is indicated – P1 for the lightest gray and P6 for the darkest. Next, select your primer and have it tinted to the specified shade of gray. It's that easy. **COLOR-PRIME SYSTEM**

A gray-shade primer is recommended for certain deep, vivid, or transparent colors in the Sherwin-Williams COLOR palette. A gray basecoat is your ticket to:

- + Accurate color match in fewer coats
- + Better touch-up
- + Superior hide
- + Deep, vivid accent colors that look bolder and brighter
- + More uniform color, less streaking
- + Eliminating guesswork
- + Saving time and money
- + Increasing customer satisfaction