

# Primers: Selection Made Easy



Premium  
Wall & Wood  
Primer

Drywall  
Conditioner

Drywall  
Primer

Harmony  
Wall Primer

Pre-  
Wallcovering  
Primer

High Build  
Primer

Multi-Purpose  
Oil-Based  
Primer

Easy Sand  
Primer

ProMar® 200  
Wall Primer

ProMar® 400  
Wall Primer

**F**or the best finish, start with the right primer.

It will improve paint coverage and achieve the highest quality finish the first time around. Priming not only increases your efficiency, it's also a great way to satisfy your customers – reducing callbacks and preventing rework.

Using a primer will help you achieve a smooth, professional finish, speed topcoating and improve touch-up performance. It will also help you assure adhesion, block stains, marks and odors and attain the truest paint color in the fewest coats.

The new streamlined display at your Sherwin-Williams store makes selecting the right primer easier than ever.

# INTERIOR



- Top-of-the-line interior primer
- Perfect choice for showcase rooms and upscale residential and commercial interiors
- Assures professional results on wood trim, doors and walls
- Provides smoothest finish on decorative surfaces like crown molding and window and door casings
- Allows the finish coat to develop a full and consistent sheen
- Offers exceptional ability to maintain topcoat gloss
- Ideal for use under ProClassic and Cashmere topcoats



- A special-purpose repair primer ideal for new construction
- Seals and conditions drywall that has been severely scraped, scratched, punctured or gouged
- Clear, low-odor formula creates a sound base for drywall patching and eliminates bubbling



- Dependable, economical primer to seal new drywall and previously painted walls
- A great choice for basic priming at an affordable price
- Well-suited for priming under flat topcoats
- Performs on drywall, wood and plywood
- Uniform, consistent appearance



- Zero-VOC, low-odor and formulated without silica
- The environmentally preferred primer for walls and trim
- Meets even the most stringent environmental standards
- Earned the Sherwin-Williams GreenSure® designation
- Virtually odor-free formula makes it ideal for priming in occupied areas



- Labor-saving primer makes wallcovering easier to install
- Allows freshly pasted wallcovering to easily slide over the primed surface for precise placement
- Primes, seals and sizes in one coat
- Promotes wallpaper adhesion and dries in two hours
- Protects walls from damage during wallcovering removal



- Covers a wide range of irregularities found in new construction interiors
- Ideal for minor drywall damage – filling scratches, sanding grooves, nicks and pinholes
- Improves topcoat performance and produces a uniform, ready-to-finish wall surface



- Though oil-based, this versatile sealer is low odor making it a great choice for using in occupied areas
- An exceptional whole-house primer that can be used on many interior surfaces
- Use on surfaces including wood, hardboard, cured plaster, paneling and ceiling tiles
- Seals out odors
- Great at blocking stains – especially wood tannin stains and water-based stains
- Dries quickly and assures a uniform finish



- Perfect for priming new residential bare drywall and wood trim
- Sands easily to a smooth surface – saving time and yielding a professional finish
- Quick dry time allows for recoat in one hour – ensuring fast production with great gloss retention



- A premium commercial wall primer
- Great for interior use on walls and ceilings
- Provides excellent hide and can be used under flats and enamels



- A commercial primer that provides an excellent value
- Good for priming and sealing drywall
- Can be used under flats and enamels

## INTERIOR & EXTERIOR

### Multi-Purpose Latex Primer



- General-utility primer ideal for both interior and exterior applications
- Adheres tightly to glossy paint and paneling, and difficult surfaces like PVC piping, wall laminate and galvanized metal
- Effectively blocks solvent-sensitive stains – such as tar, grease and ink
- Achieves a consistent finish and dries quickly for recoats
- Works without the solvent odors and high VOCs common with most stain-blocking primers

### Adhesion Primer



- Bonds tightly to interior and exterior surfaces typically considered “unpaintable” – like ceramic wall tile, round PVC piping, plastics, laminate, glass and fiberglass
- Solves tough adhesion challenges for varnished woodwork, kitchen cabinets and wood paneling – as well as previously painted surfaces
- Dries quickly to a smooth, even finish
- Accepts a wide range of topcoats – oil, latex, semi-gloss and gloss, even water-based epoxies

### White Pigmented Shellac Primer



- Sherwin-Williams’ highest performing primer for permanently sealing out the toughest stains and odors in one coat
- Blocks stubborn stains caused by fires, floods and pets
- Also blocks imbedded cooking and cigar smoke odors
- Provides excellent adhesion to virtually any interior surface – from previously painted surfaces, wood and paneling, to cured plaster and ceiling tiles
- Can be used as a spot primer for exterior applications
- Also effective for spot priming knots and severe tannin stains on bare wood

### Loxon Concrete & Masonry Primer



- Perfect for sealing and conditioning porous above-grade masonry surfaces.
- Tolerates the high pH common in new masonry and ensures a uniform look and long-lasting finish.
- Seals and adheres to concrete, plaster, brick, stucco, fiber cement siding and EIFS exterior insulated siding
- Masks pinholes and surface imperfections while preventing peeling caused by alkali salt damage
- Saves the time and money typically lost while waiting for complete curing of concrete surfaces

### Fast Drying Primer



- Gets jobs done quickly – allowing for faster production and recoats in one hour
- Alkyd formula blocks stains and can be used on both interiors and exteriors
- Ideal for cold-weather priming – even in temperatures down to 40°F

## EXTERIOR

### Exterior Oil-Based Wood Primer



- One-of-a-kind primer dries slowly – giving it the chance to really sink into the wood surface for maximum adhesion.
- Primes and seals a variety of woods – including pine, fir, oak, maple, ash and hardboard
- Resists mildew and blocks severe wood tannin stains common in bleeding woods like red cedar and redwood
- Ideal for use under A-100, SuperPaint or Resilience Exterior Latex

### Exterior Latex Wood Primer



- A solid, dependable wood primer that dries quickly
- A great choice when stain blocking isn’t required, or when you’re priming clear pine that doesn’t have knots
- Adheres tightly to previously painted surfaces and bare wood – including fir and other softwoods
- Also adheres well to plywood, aluminum, galvanized metal and pre-primed metal
- Resists mildew **PPC**