



Successful Painting Jobs Start Here.



The Right Primer Makes All the Difference.

Selecting the right primer for the job is critical. It will improve paint coverage and achieve the highest quality finish the first time around. Plus, 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
- Block stains, marks and odors
- Assure adhesion
- Speed topcoating
- Prevent peeling
- Attain the truest paint color in the fewest coats
- Improve touch-up performance of the topcoat

Sherwin-Williams offers a complete line of the highest quality primers designed to address any painting condition or problem you may encounter. And now we've made choosing the perfect primer easier than ever.



New In-Store Primer Display Simplifies Selection

Our streamlined primer display makes selecting the right product easier and more straightforward than ever.

An enhanced layout features helpful product information, with a clear explanation of what each primer does

and a listing of the surfaces it can be used on. Actual pieces of wood, drywall, tile and other common substrates

are also mounted onto the display – further illustrating primer capabilities. Visit your local Sherwin-Williams store

to see for yourself.

Primers for Interior and Exterior



Multi-Purpose Latex Primer

A general-utility primer ideal for both interior and exterior applications. Its wide versatility and strong adhesion properties make it a universal favorite – plus it works without the solvent odors and high VOCs common with most stain-blocking primers.

- 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

Adhesion Primer

Got a hard, slick surface to paint? Our Adhesion Primer is the answer. It 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, semigloss and gloss, even water-based epoxies



White Pigmented Shellac Primer

A favorite for fire restoration work, White Pigmented Shellac Primer blocks stubborn stains caused by fires, floods and pets – as well as imbedded cooking and cigar smoke odors. It's our highest performing primer for permanently sealing out the toughest stains and odors in one coat.

- 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

Loxon Concrete & Masonry Primer is perfect for sealing and conditioning porous above-grade masonry surfaces. It 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 the job 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

Primers for Interior Use

Premium Wall & Wood Primer

If you're looking for a top-of-the-line interior primer, you can't do better than this. Our Premium Wall & Wood Primer is the perfect choice for showcase rooms and upscale residential and commercial interiors – giving you the finest, most luxurious finish.

- Assures professional results on wood trim, doors and walls – and provides the smoothest finish on decorative surfaces like crown molding and window and door casings
- Allows the finish coat to develop a full and consistent sheen and offers exceptional ability to maintain topcoat gloss
- Ideal for use under ProClassic® and Cashmere® topcoats



Drywall Primer

A dependable, economical primer you can count on to seal new drywall and previously painted walls – resulting in a uniform, consistent finish.

- A great choice for basic priming at an affordable price
- Well-suited for priming under flat topcoats
- Performs on drywall, wood and plywood

Harmony® Wall Primer

Need an environmentally preferred primer for walls and trim?

Harmony is made with an exclusive zero-VOC, low-odor and formulated without silica.

- Meets even the most stringent environmental standards – displaying our respected GreenSure® designation
- The virtually odor-free formula makes it ideal for priming in occupied areas



Pre-Wallcovering Primer

This unique 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

Drywall Conditioner

- 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



High Build Primer

- 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

Multi-Purpose Oil-Based Primer

Even though it's oil-based, this versatile sealer is low odor – making it a great choice for using in occupied areas. It's an exceptional whole-house primer that really does live up to its functional name.

- Can be used on many interior surfaces – including wood, hardboard, cured plaster, paneling and ceiling tiles
- Seals out odors and great at blocking stains – especially wood tannin stains and water-based stains
- Dries quickly and assures a uniform finish



ProBlock® Primer

- Similar to Multi-Purpose Oil-Based Primer, but without low-odor properties
- Low-VOC formula complies with most regulations including OTC, LADCO and CARB
- Blocks stains and offers an economical price point

Easy Sand Primer

- 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



ProMar® 200 Wall Primer

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

ProMar® 400 Wall Primer

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

Primers for Exterior Use

Exterior Oil-Based Wood Primer

Nothing penetrates more deeply into wood surfaces than our Exterior Oil-Based Wood Primer. This 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® and SuperPaint® Exterior or Resilience™

Exterior Latex Wood Primer

Looking for a solid, dependable wood primer that dries quickly? Our Exterior Latex Wood Primer is a proven performer. It's 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



PRIMERS AND SURFACE GUIDE



INTERIOR/EXTERIOR	Latex (L) _ Oil (O) _ Shellac (S)	Previously Painted Surfaces	Plywood	Hardboard	Drywall	Wood	Sheet Paneling	Ceiling Tiles	Cured Plaster	Aluminum	Galvanized Metal	PVC Piping	Wall Laminate	Ceramic Wall Tile	Plastics	Glossy Surfaces	Varnished Woodwork	Kitchen Cabinets	Glass	Fiberglass	Plexiglas	Concrete	Concrete Block	Brick	Stucco	Fiber Cement Siding	Plaster	Mortar
	Multi-Purpose Latex Primer	L	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Adhesion Primer	L	●					●					●	●	●	●	●	●	●	●	●	●							
Loxon® Concrete & Masonry Primer	L	●							●													●	●	●	●	●	●	●
Fast Drying Primer	O	●		●	●	●			●																			
White Pigmented Shellac Primer	S	●	●			●	●	●	●																			

INTERIOR ONLY	Latex (L) _ Oil (O)	Previously Painted Surfaces	Plywood	Hardboard	Drywall	Wood	Sheet Paneling	Ceiling Tiles	Cured Plaster	Preprimed Metal	Wood Trim & Doors	Pine	Fir	Cedar	Redwood	Oak	Maple	Ash	Aluminum	Galvanized Metal	
	Premium Wall & Wood Primer	L	●	●		●	●			●	●	●	●	●			●	●	●	●	●
Drywall Primer	L	●	●		●	●															
Harmony® Wall Primer	L	●	●		●	●			●	●	●										
Pre-Wallcovering Primer	L	●			●				●												
Drywall Conditioner	L	●			●																
Easy Sand Primer	O	●			●	●			●	●	●	●	●	●	●	●	●	●			
ProMar® 200 Wall Primer	L	●	●		●	●			●	●	●	●	●				●		●	●	
ProMar® 400 Wall Primer	L	●	●		●					●									●	●	
ProBlock® Primer	O	●		●		●	●	●	●	●	●	●	●	●	●	●	●	●			
High Build Primer	L	●			●				●												
Multi-Purpose Oil-Based Primer	O	●		●		●	●	●	●	●	●	●	●	●	●	●	●	●			
EXTERIOR ONLY																					
Exterior Latex Wood Primer	L	●	●		●	●				●		●	●						●	●	
Exterior Oil-Based Wood Primer	O	●		●		●				●	●	●	●	●	●	●	●	●			