

The Right Primer Makes All the Difference.

Selecting the right primer for the job is a critical part of improving paint coverage and achieving 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 top-notch primers designed to address any painting condition or problem you may encounter.



In-Store Primer Display Simplifies Selection

Our streamlined primer display makes selecting the right product easier and more straightforward. It 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 AND SURFACE GUIDE

(Some primers may not be available in VOC-restricted areas. Consult your local Sherwin-Williams.)

SHERWIN WILLIAMS	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	Concrete (Cured)	Concrete Block	
INTERIOR ONLY																						
Synthetic Shellac Primer	O	•	•		•	•	•															
Premium Wall & Wood Primer	L	•	•	•	•			•	•	•					•	•	•	•				
Drywall Primer	L	•	•	•	•																	
Harmony® Wall Primer	L	•	•	•	•			•	•	•												
Drywall Conditioner	L	•		•																		
High Build Primer	L	•		•				•														
Multi-Purpose Acrylic-Alkyd Primer	L/O	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PrepRite® ProBlock® Primer/Sealer	L	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Easy Sand Primer	O	•		•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ProMar® 200 Zero VOC Wall Primer	L	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ProMar® 400 Zero VOC Wall Primer	L	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PVA Primer	L	•	•	•	•															•		
EXTERIOR ONLY																						
Exterior Oil-Based Wood Primer	O	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Exterior Latex Wood Primer	L	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

SHERWIN WILLIAMS	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	Glass	Fiberglass	Plexiglass	Concrete	Concrete Block	Brick	Stucco	Fiber Cement Siding	Plaster	Mortar
INTERIOR/EXTERIOR																										
Loxon® Acrylic Block Surfacer	L																				•					
Extreme Block™ Stain Blocking Primer/Sealer	O	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Extreme Bond™ Primer	L	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Multi-Purpose Latex Primer	L	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
White Pigmented Shellac Primer	S	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Loxon® Concrete & Masonry Primer/Sealer	L	•						•												•	•	•	•	•	•	•
Fast Drying Primer	O	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PrimeRx® Peel Bonding Primer	L	•	•	•	•															•		•				
Quick Dry Stain Blocking Primer	L	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Loxon® Water Blocking Primer/Finish	L	•						•												•	•					
ConFlex™ Block Filler	L	•																		•	•					
Loxon® Acrylic Conditioner	L	•																		•	•	•	•	•	•	•



Successful Painting Jobs Start Here.



Primers for Exterior Use

Exterior Oil-Based Wood Primer

Our Exterior Oil-Based Wood Primer penetrates deeply into wood surfaces. 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 on the surface of the primer film



Primers for Interior and Exterior (Continued)



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



PrimeRx® Peel Bonding Primer

- Seals and bonds tightly to sound marginally prepared or peeling exteriors
- Saves time, money and labor so you can get the job done faster with less sanding and scraping
- Goes on milky white for ease of application and dries clear
- Penetrating, heavy-bodied formula is thick and flexible to create a smoother, more even basecoat on rugged, weathered surfaces
- Compatible with any of our exterior acrylic topcoats and meets the most stringent VOC regulations



Quick Dry Stain Blocking Primer

- Multi-purpose commercial primer formulated for general interior and exterior use
- Dries in just one hour, so rooms can be topcoated soon after priming
- Meets the most stringent VOC regulations
- Has achieved UL/GREENGUARD® Gold Certification*

Primers for Interior and Exterior



Loxon® Acrylic Block Surfer

This innovative, 100% acrylic formula is engineered to provide exceptional leveling for a dense, uniform finish that dramatically smooths the rough profiles of interior or exterior masonry, concrete and block surfaces.

- Resists defects associated with green mortar
- Fills pores, voids and pinholes
- Compatible with a wide range of topcoats
- Fast, easy application at temperatures down to 35°F
- Helps reduce topcoat consumption
- Suitable for USDA-inspected facilities



Extreme Block™ Stain Blocking Primer/Sealer

This powerful stain-blocking primer is ideal for multi-family property managers, facility maintenance crews and residential painters who need to quickly restore properties to a fresh condition.

- Seals off stubborn stains like smoke and nicotine
- Fast-drying formula allows topcoating in as little as two hours
- Dependable adhesion to multiple substrates
- Excellent bonding with acrylic and alkyd topcoats
- Easily sands to uniform finish
- Interior/exterior formula



Extreme Bond™ Primer

For substrates that require a greater degree of adhesion than our standard primers, Extreme Bond Interior/Exterior Primer is up to the challenge.

- Promotes adhesion on hard-to-paint surfaces
- Tightly bonds to many glossy surfaces
- Assures uniform appearance of topcoats
- One-coat application
- Fast dry
- Universal, will accept high performance coatings such as epoxies and urethanes
- Has achieved UL/GREENGUARD® Gold Certification*



Loxon® Water Blocking Primer/Finish

- With a pinhole-free surface, resists hydrostatic pressure
- Odor Eliminating Technology helps reduce common indoor odors so rooms stay fresher, longer*
- Meets the most stringent VOC regulations
- Has achieved UL/GREENGUARD® Gold Certification*



ConFlex™ Block Filler

- Acrylic for use on both interior and exterior surfaces
- Excellent filling and hiding properties
- Applies by brush, roller or spray
- Suitable for use in USDA-inspected facilities



Loxon® Acrylic Conditioner

- 100% acrylic emulsion conditioner that seals interior and exterior concrete, masonry and stucco
- Penetrates deeply and bonds tightly to eliminate delamination and adhesion issues on new or existing concrete and masonry
- Outstanding alkali and excellent efflorescence resistance
- Allows new concrete, stucco and other cementitious surfaces to be coated prior to a 30-day cure



Harmony® Wall Primer

- Primes, seals and hides
- Prepares the surface to provide good topcoat performance
- Zero VOCs
- Has achieved UL/GREENGUARD® Gold Certification*



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 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 Water-Based Acrylic-Alkyd Primer

- Seals and blocks stains – especially water-based stains
- Dries quickly and ensures a uniform finish
- Interior use only
- Meets the most stringent VOC regulations
- Has achieved UL/GREENGUARD® Gold Certification*



PrepRite® ProBlock® Primer/Sealer

- Assures a uniform topcoat appearance
- Blocks stains
- Improved long-term adhesion and performance
- Meets the most stringent VOC regulations
- Versatile with low temperature application down to 35°F
- Has achieved UL/GREENGUARD® Gold Certification*



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



Multi-Purpose Latex Primer

A general-utility primer ideal for both interior and exterior applications. Its wide versatility and adhesion properties make it a universal favorite.

- Excellent stain-blocking and hiding
- Good adhesion and bonding
- Can be used as a pre-wallcovering primer to promote easy removal
- Meets the most stringent VOC regulations
- Can be applied in temperatures as low as 35°F
- Has achieved UL/GREENGUARD® Gold Certification*



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 embedded cooking and cigar smoke odors. It's our highest performing primer for 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/Sealer

Loxon Concrete & Masonry Primer/Sealer 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 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 time and money typically lost while waiting for complete curing of concrete surfaces
- Has achieved UL/GREENGUARD® Gold Certification*



Synthetic Shellac Primer

Performs like a shellac. The raw material required to manufacture shellac-based primers is in short supply, so this product will be reliably available because it does not contain shellac.

- Extremely effective in blocking the most resistant odors and stains including smoke damage, water stains, tannins and wood knots
- Compatible with a full range of latex topcoats
- Ideal for fire restoration
- Seals in damage caused by water leaks, pet odor, cigar smoke and similar problems in single-family homes or multi-family residential units



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 when Emerald® Urethane Trim Enamel, ProClassic® or Cashmere® are used as finishes.

- Assures professional results on wood trim, doors and walls – and provides the smoothest primer base 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 Emerald® Urethane Trim Enamel, 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
- Use on drywall, wood and plywood
- Has achieved UL/GREENGUARD® Gold Certification*

Primers for Interior Use



ProMar® 200 Zero VOC 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 Zero VOC Wall Primer

- A commercial primer that provides an excellent value
- Good for priming and sealing drywall
- Can be used under flats and enamels
- Both ProMar® products have achieved UL/GREENGUARD® Gold Certification*



PVA 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

*UL/GREENGUARD® Certified products are certified to UL/GREENGUARD® standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg.
 †The length of time this product, when not topcoated, actively reduces odors depends on the concentration, the frequency of exposure and the amount of painted surface area.