



Technical Data Sheet (TDS)

First Prime™

Universal Concrete & Masonry Primer (Water-Based)

PRODUCT DESCRIPTION

First Prime™ is a professional-grade, water-based penetrating primer engineered to prepare porous concrete and masonry for overlays, coatings, and sealers. It deeply wets the substrate, locks surface fines, and evens porosity to create a uniform, bond-enhancing foundation. Designed as the essential first step for decorative and protective systems, First Prime™ improves adhesion, enhances finish uniformity, and extends system performance.

Use under EZ Coat™, Micro Topping systems, Elite Texture Coat™, AquaQuartz, Classic Thermal Deck (TDC), and Color & Seal systems.

KEY FEATURES & BENEFITS

- Deep penetrating formula stabilizes porous substrates
- Evens porosity to reduce blotching and flashing
- Enhances bond strength and overlay performance
- Assists in controlling efflorescence after proper cleaning
- Low odor, low VOC formulation
- Fast drying for same-day coating systems
- Suitable for properly cured new concrete

TYPICAL USES

First Prime™ is designed for properly prepared porous concrete and masonry substrates including:

- Driveways & Walkways
- Patios & Garages
- Pool Decks & Pool Coping (concrete)
- CMU / Block & Walls

Not for dense, polished, glazed, or previously sealed surfaces without proper mechanical preparation.



TYPICAL PROPERTIES (AS SUPPLIED)

- Appearance: Milky liquid; dries clear
- VOC: Compliant in all 50 states (<75 g/L)
- Minimum Slab Temperature: 50°F (10°C) and rising
- Application Method: Spray / Roll

COVERAGE (PER COAT)

- Standard porous concrete: 280–300 ft² per gallon
- Very porous surfaces: up to 230–280 ft² per gallon

Coverage will vary based on porosity, profile and application.

SURFACE PREPARATION

Proper surface preparation is critical for performance.

- Substrate must be structurally sound
- Remove all dirt, oil, grease, curing compounds, sealers, and contaminants
- Mechanically profile concrete to approximately **CSP 2** (similar to 100–120 grit sandpaper) by grinding or other approved mechanical preparation methods
- Surface contaminants may be removed using **Classic CW306 Liquid Blast™** or **CW305 Eco Cleaner™** prior to mechanical profiling
- Surface must be clean and completely dry
- New concrete must cure a minimum of **28 days**

Failure to properly prepare the surface will affect adhesion and system performance.

APPLICATION & TEMPERATURE

Primer: First Prime™ is applied as one (1) uniform coat, using pump sprayer & back roll.

- Prime only the area that can be coated within three (3) hours
- Recommended recoat window: 1–2 hours under normal conditions
- Do not exceed three (3) hours prior to topcoat application

If contamination occurs or the recoat window is exceeded:

- Mechanically sand, Clean thoroughly, and Re-prime before topcoat application

Failure to apply within the specified recoat window may affect intercoat adhesion.



TEMPERATURE GUIDELINES

- Apply only when ambient and substrate temperatures are between **50°F–90°F (10°C–32°C)**
- Do not apply if temperatures are expected to fall below 50°F within 24 hours
- Do not apply when temperatures approach 40°F or lower
- Avoid application on hot surfaces exceeding 95°F

Surface temperatures above 95°F may cause:

- Rapid drying
- Reduced workability
- Lap marks
- Film defects
- Reduced adhesion

LIMITATIONS

- Not for below-grade applications
- Not for immersion or standing water
- Not for hydrostatic pressure conditions
- Not for non-porous surfaces without mechanical profiling
- Do not apply over curing compounds
- Do not apply if rain is expected within 24 hours

CLEAN-UP

Clean tools immediately with water.

Do not discharge rinse water into storm drains or waterways.

REGULATORY COMPLIANCE

VOC Compliant in All 50 States.

CAUTION

May cause irritation to eyes and skin. Avoid contact.

FIRST AID

KEEP AWAY FROM CHILDREN & PETS



Eyes: Flush with water for 15 minutes

Skin: Wash thoroughly with soap and water

Ingestion: Seek medical attention immediately. Do not induce vomiting

CALIFORNIA PROP 65 WARNING

This product may contain chemicals known to the State of California to cause cancer, birth defects, or other reproductive harm. For more information:

www.P65Warnings.ca.gov

WARRANTY / DISCLAIMER

Classic Coatings Systems warrants this product to be free from manufacturing defects and to conform to published specifications at the time of sale. Liability is limited to replacement of defective material only. No other warranties, express or implied, are made. The user is responsible for determining suitability for the intended use and must perform job-site mock-ups prior to full application.

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