

*The Primer
For A
Great
Beginning*



**Trusted
Quality
Performance**

WHY CHOOSE COLONIAL CRAFT PRIMED PRODUCT?

- Superior Adhesion to wood
- Advanced Sealing for true top coat color
- One Top Coat Finish means less paint, labor and cost!

3 Easy Steps Test the Quality of Your Primer

- 1) Tape test - apply any kind of tape to dried primer. The primer should not peel off with the tape.
- 2) Water test - A water droplet left on the surface should bead up and not soak in.
- 3) The true test - Paint over it. Paint glides over the easily sanded surface and requires only one coat for a sufficient build and true color.

TRUE COLOR

Switch to Colonial Craft primer and realize the savings in your top coat. One coat of paint over Colonial Craft's primer tested 0.488 on the Munsel scale of color trueness. It takes a change of 1.000 or greater to be detected by the human eye.

Imagine the savings if you can complete the job with just one coat of paint and reduce your labor by half!

ADHESION

The bond formed with the wood can be proven with a simple tape test. Clear tape was applied to Colonial Craft's primed product and to a competitor's product. When the tape was removed, Colonial Craft's primer stayed on the wood. The competitor's tape removed a layer of primer, leaving exposed wood (see Tape Test, above right).

SUPERIOR PERFORMANCE

ADHESION



(clear tape set on a green background)

FLAKING



Have you ever been frustrated by the way your primer blows out around nail holes? It takes valuable time to fill in the jagged hole left behind. This test (left) shows how Colonial Craft's primer, due to its superior adhesion, doesn't flake like cheap primers. Instead it leaves your wood protected.

SEALS THE WOOD

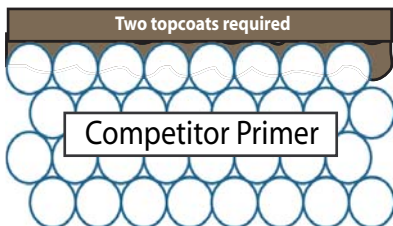
Although a low cost primer may appear to hide substrate imperfections, it might be at the expense of other key properties. While more pigment can achieve a better hide, that lowers the amount of binder which results in inferior sealing and adhesion qualities.

Primer Quality		
Property	Colonial Craft	Competition
Substrate Adhesion	*****	***
Initial Topcoat Quality	*****	****
Dry Hide	***	*****

Colonial Craft's Primer eliminates air spaces and creates a seal across the substrate that paint binds to, creating a build.



Low cost primers allow gaps between pigment particles, creating an open structure that does not seal the wood. This absorbs the first coat of paint, requiring a second coat for true color and adequate build.



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