ZINSSER®
QUALITY SINCE 1849

ZINSSER® BULLS EYE 1-2-3 PLUS

Water-based primer and sealer

- Primer for every project – inside and outside
- Adheres to most surfaces
- Fixates chalky substrates
- Seals porous substrates
- Seals stains, even water and smoke stains

ZINSSER® BULLS EYE 1-2-3 PLUS

DESCRIPTION
Universal, cationic epoxy-ester water-based primer and sealer, offering quick drying and excellent sealing properties. For interior and exterior use. Bulls Eye 1-2-3 Plus blocks stains (even water and smoke stains). It adheres to almost all surfaces without prior sanding.

RECOMMENDED USE
Bulls Eye 1-2-3 Plus can be applied on many interior and exterior surfaces, such like walls, ceilings, doors, trims and other paintable surfaces. Seals porous surfaces.
Traps most stains and bleeding in the primer film: water, graffiti, grease, creosote, asphalt and smoke damage, tannin from oak, wallnut, cedar and redwood. If the substrate is very porous or in case of heavy staining, 2 coats may be required before topcoat.
Possible substrate (bare and previously painted):
Drywall, plaster, cement, wood (pine, fir, cedar, redwood, plywood), glass, non-ferrous metal (aluminium, copper, stainless steel, galvanized steel), vinyl, fiberglass, masonry (stucco, concrete, brick), etc.
Not suitable for use on steel or other ferrous metals as flash rusting may occur.
Product contains special resins to bind particles on moderately chalked panelling or painted surfaces.
High pH substrates: can be used on surfaces up to pH 12,5.
Adheres to glossy enamels, wax free varnishes, wood stains, Formica®, PVC and some hard plastics and ceramic tiles without pre-sanding or surface deglossing.

TECHNICAL DATA

Density (g/cm³):	1,4-1,43
Gloss Level:	Satin
Gloss level at 60º:	Satin: 23%
Solids Content in weight:	55,45%-57,45%

DRY TIMES BY 20º C/RH 50%

Touch dry:	30 minutes
Dry to recoat:	1 h (2h for stains, 24h for tannin, always within the same day for outside use)
Fully cured:	7 days

RECOMMENDED WET FILM THICKNESS
80 - 110 µm

RECOMMENDED DRY FILM THICKNESS
28 - 38 µm

THEORETICAL CONSUMPTION
10 m²/l (do not exceed 7 m²/l to avoid too high film thickness)

PRACTICAL CONSUMPTION
Practical coverage depends on many factors such as porosity and roughness of the substrate and material losses during application.

SURFACE PREPARATION
Surfaces should be clean, dry, sound and free of any loose particles and paints, contaminations: grease, oil, wax, mildew and other micro-organism, wallpaper paste etc, bad for adhesion. Always wash surface with appropriate detergent e.g. Mathys Multicleaner. Sand any remaining paint film edges smooth with the surface. Sand exposed exterior wood with 80 to 100 grit sandpaper to remove loose or weathered fibres. Attempt to remove existing stains by washing, sanding, scraping, etc. Spot prime knots and sap streaks with Zinsser® B-I-N Primer before priming full surface with Bulls Eye 1-2-3 Plus.

DIRECTIONS FOR USE
Stir thoroughly before and while using. We only advise spot-priming for topcoats with high opacity. Ground the entire surface for maximum results. Keep the packaging sealed if the product is not used. Do not mix BE 123 Plus with any other paint for incompatibility reasons.

APPLICATION CONDITIONS
Air and surface temperature between 10°C and 25°C and relative humidity of less than 85%. The moisture level of the substrate may not exceed 12%.

APPLICATION & THINNING: BRUSH
Use a nylon, polyester or synthetic brush. Do not dilute.

APPLICATION & THINNING: ROLLER
Use a nylon, polyester or synthetic roller. Do not dilute.

APPLICATION & THINNING: AIRLESS SPRAY
Spray opening: 0,017 inch..
Pressure: 140 -170 bar.
Do not dilute.

APPLICATION & THINNING: AIR-ATOMISED SPRAY
Pressure 3- 4 bar.

CLEANING OF EQUIPMENT / SPILLS
Clean with liquid detergent and warm water. Use methylated spirits or appropriate solvent for dried spills or drips. If dried on tools, soak overnight in Mathys Brush Cleaner. Scrub bristles clean with a wire brush. Follow manufacturer's instructions when cleaning spray equipment.

REMARKS
Bulls Eye 1-2-3 can be tinted towards top coat colour with up to 10ml universal colorant per 1L, improving the covering process by one layer.
Dry time: full bonding guaranteed after primer is totally cured (7 days).
Lower temperatures, high moisture substrate and addition of colorants will extend the dry time and cure time.
Limitations: Not recommended for application to floors or decks or to surfaces subject to immersion or prolonged contact with water. This list of limitations is not exhaustive.
Bulls Eye 1-2-3 Plus is guaranteed to perform as indicated when applied according to label directions to a properly prepared surface. Directions areas complete as possible but cannot encompass all conditions, applications, and / or surfaces beyond manufacturer's control.

Date issued: 22/06/2026

Available colours & pack sizes: Please refer to the respective product page on www.rust-oleum.eu for an overview of actual available colours and pack sizes.

Disclaimer: The information contained herein is to the best of our knowledge true and accurate and is given in good faith but without warranty. The user will be deemed to have satisfied him/herself independently as to the suitability of our products for his/her own particular purpose. In no event shall Rust-Oleum Europe be liable for consequential or incidental damages. Products must be stored, handled, and applied under conditions complying with Rust-Oleum Europe recommendations detailed within the latest copy of the product data sheet. It is the users responsibility to ensure that they have the current copy. Latest copies of the product data sheet is available for free and downloadable from www.rust-oleum.eu or upon a request to our Customer Services department. Rust-Oleum Europe reserves the right to change the properties of its' products without prior notification.

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SAFETY DATA

VOC level:	1.5 g/l
VOC readymix:	1.5 g/l
VOC category:	A/g
VOC limit:	30 g/l
Remarks regarding safety:	Consult Safety Data Sheet and Safety Information printed on the can.

SHELF LIFE

Minimum of 2 years from the production date in a closed can if it is stored in a dry, well ventilated area not exposed to direct sunlight and at temperatures between 5 and 35°C.

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