



KILZ® ORIGINAL WATER-BASED OIL-BASE PRIMER PERFORMANCE HEAVY STAINBLOCKER

Designed to deliver the same heavy stain blocking, smooth flow and leveling, sandability, and excellent adhesion as our KILZ Original Interior Oil-Based Primer while bringing the conveniences of water base such as low odour, low VOC's and easy soap and water clean-up! KILZ Original Water-Based Primer blocks tough stains such as water, tannin, smoke, nicotine, grease, marker and more. Dries fast in 1 hour and sands easily in as little as 2 hours after application. It can be used for a wide variety of interior surfaces and works well with water-based or oil-based paints. Not suitable for areas prone to mould and/or mildew or as a primer for floor coatings.

Ideal for properly prepared coated and uncoated interior substrates such as:

- Wood
- Drywall
- MDF
- Plaster
- Brick
- Masonry
- Concrete
- Metals (clean, non-rusty)
- Aluminum
- Previously Painted Surfaces
- Properly Prepared Glossy Surfaces

TECHNICAL DATA

Available SKUs:

- No. L200304C 946 ml / 15 ml (32 fl oz)
- No. L200301C 3.78 L / 60 ml (128 fl oz)
- No. L200305C 18.92 L / 300 ml (640 fl oz)

Sheen: < 20.0 @ 85°

Sheen levels depend on porosity and various surface irregularities

Resin Type: Acrylic Modified Epoxy

Weight per 3.78 L: 5.17 kg (11.4 lb)

% Solids by Volume: 37% ± 2%

% Solids by Weight: 54% ± 2%

VOC: < 100 g/L

Flash Point: N/A

Viscosity: 94–102 KU

Recommended Film Thickness:

- Wet: 5.3 mils / Dry: 2.0 mils @ 28 m² / 3.78 L (300 sq ft / gal)
- Wet: 4.0 mils / Dry: 1.5 mils @ 37 m² / 3.78 L (400 sq ft / gal)

Coverage: 28–37 m² / 3.78 L (300–400 sq ft / 128 fl oz) depending on the surface texture, porosity and application method. Does not include the loss of material from spraying.

Works with oil-based and water-based topcoats.

COMPLIANCE & CERTIFICATIONS

Complies with the below as of 6/1/2026

Canadian EPA (CEPA) SOR/2009-264	YES	LEED™ v4	YES
GREENGUARD™ Gold	YES	WELL BUILDING STANDARD™	YES
LEED™ v5	YES	MPI™	17, 39
LEED™ v4.1	YES		

Class A Fire Rating (Flame Spread Index: 0–25 & Smoke Development Index: 0–450) over non-combustible surfaces when tested in accordance with ASTM E84 Standard Test Method for Surface Burning Characteristics of Building Materials.

This coating conforms to USDA regulatory requirements for incidental food-contact materials intended for use on surfaces not in direct contact with food, such as walls, ceilings, and floors.

[†] GREENGUARD is a registered trademark of UL LLC.

[†] Please visit www.cagbc.org/LEED for additional details.

APPLICATION

Brush: Nylon/polyester

Roller:

Smooth Surfaces: 10 mm–13 mm (3/8"–1/2") nap

Semi-Rough/Porous Surfaces: 13 mm–19 mm (1/2"–3/4") nap

Airless Spray:

Tip: .38mm–.53mm (.015"–.021")

Filter: 60 mesh

Fluid Pressure: 17 MPa–22 MPa (2,500–3,200 psi)

Thinning: Not recommended. Product is formulated for use at package consistency only.

Dry Time: @ 25°C (77°F) & 50% RH

Touch in 30 minutes.

Paint in 1 hour.

Longer dry time required in cooler temperatures and in higher humidity.

SURFACE PREPARATION

When measured with an electronic moisture meter, maximum moisture content of substrates is as follows:

- Gypsum Board (Drywall): 12%
- Plaster: 12%
- Concrete & Masonry: 12%
- Concrete Masonry Units (CMUs): 12%
- Wood: 15%

Drywall: All screws and nail heads must be set and filled. Joints must be taped and covered with a joint compound. Tape joints must be sanded smooth and all dust removed prior to painting.*

Plaster: Bare plaster needs to be cured and hardened, which typically takes 30 days. For textured, soft, porous, or powdery plaster, treat it with a solution of 1 part household vinegar to 8 parts of clean water. Repeat this process until the surface hardens, then rinse with clear water and allow it to dry.

Wood: Scrape and clean knots. Before applying primer, apply a coat of knot sealer. Sand surfaces that will be visible and remove dust. Prime edges, ends, faces, undersides, and backsides of the wood. After priming, fill holes and imperfections with an appropriate patching material. Sand patched and filled surfaces smooth and remove dust before coating.*

Concrete & Masonry (Precast Concrete, Poured In-Place Concrete, Portland-Based Cement, Fiber Cement): Remove release agents, curing compounds, efflorescence, and chalk. Avoid painting surfaces if moisture content or alkalinity exceeds manufacturer's guidelines. For smooth trowel concrete, ensure an adequate adhesion profile using products like muriatic acid etcher or mechanical methods. Clear all loose aggregate and debris. For tilt-up and poured-in-place concrete, commercial detergents and abrasive blasting may be needed for surface preparation. Fill bug holes, air pockets, and other voids with a cement patching

compound. KILZ® Original Water-Based Primer may be used on clean, dry, aged interior masonry surfaces. New masonry must be allowed to cure (dry) at least 30 days before applying KILZ Original Water-Based Primer.

Concrete Masonry Units (Concrete Block, Cinder Block, Split-Faced Block): Remove efflorescence and chalk. Avoid painting surfaces if moisture content or alkalinity exceeds manufacturer's guidelines.

Metal (Steel): Minimum surface preparation is Hand Tool- Cleaning in accordance with SSPC-SP2. Remove all oil and grease from the surface with a solvent in accordance with SSPC-SP1. For optimal performance, use Commercial Blast Cleaning in accordance with SSPC-SP6. Prime the area with a rust-inhibitive primer the same day as cleaned.

Shop-Primed Steel: As there is potential for many forms of contamination during storage and transport, a thorough cleaning is always recommended for shop-primed surfaces. Paint exposed areas, i.e., where shop primer is abraded, with the same material as used for shop priming to comply with SSPC-PA 1 for touching up shop-primed surfaces.

Note: Assess the integrity of the shop primer prior to application of subsequent coatings. Review all coatings intended for the project and confirm the compatibility between shop and field-applied coatings.

Previously Painted Surfaces: Maintenance painting often doesn't require complete removal of all old coatings before repainting. However, all contaminants such as oil, grease, loose paint, mill scale, dirt, foreign matter, rust, mould, mildew, efflorescence, and sealers must be removed to ensure strong adhesion to the existing paint. Glossy surfaces of old paint films must be clean and dull before repainting. Spot-prime any bare areas with an appropriate primer.*

Stain-Blocking: After priming, test for stain bleed-through by applying the topcoat to a small section. Allow the primer to dry longer for heavier stain-blocking. If the stain bleeds through the topcoat, apply a second coat of primer and test again before topcoating the entire area.

Peeling or Checked Paint: Scrape off loose paint and sand to a smooth surface. Sanding or removal of paint containing lead is hazardous.*

Fire Restoration: It is critical to clean smoke damaged surfaces thoroughly before priming.

***WARNING!** If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. Contact Health Canada at 1-866-225-0709 or log on to www.canada.ca/en/health-canada/services/home-safety/lead-based-paint.

CLEAN-UP/DISPOSAL

Clean all tools and equipment with warm, soapy water. Do not dispose of this product down a drain. If spilled, contain material and remove with an inert absorbent. Dispose of contaminated absorbent, container and unused product in accordance with all current Provincial and local regulations. For recycling or disposal of empty containers, unused product and soiled rags, contact your household refuse collection service.

CAUTIONS/LIMITATIONS

- KILZ Original Water-Based Primer has a unique formula and should never be intermixed with other products.
- KILZ Original Water-Based Primer is not tintable.
- Protect from freezing.
- Do not use on floors.
- For best results, apply when air, material and surface temperatures are between 10°C and 32°C (50°F and 90°F). Temperatures above 32°C (90°F) can cause the paint to dry too fast, whereas temperatures below 10°C (50°F) can inhibit proper film formation.
- Allow two weeks before washing or cleaning for full cure.
- Shelf life under normal conditions is two years unopened.

HEALTH & SAFETY INFORMATION

CAUTION. IRRITANT. MAY IRRITATE EYES AND SKIN.

Avoid contact with eyes, skin and clothing. Do not breathe fumes. Keep out of reach of children. Wear eye protection and protective clothing. Use only with adequate ventilation.

FIRST AID TREATMENT: If swallowed, call a Poison Control Centre or doctor immediately. Do not induce vomiting. If in eyes, rinse with water for 20 minutes. If on skin, rinse well with water. If inhaled, move person to fresh air.

**KEEP OUT OF REACH OF CHILDREN—
DO NOT TAKE INTERNALLY.**