



Water Tight Technologies, LLC  
P.O. Box 899  
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www.britenez.com

**Description:**

BRITE-n-EZ™ Coating Primer is a solvent based product to encourage BRITE-n-EZ™ White Reflective Coating and Plus Coating adhesion to any EPDM membrane.

**Physical Properties:**

PROPERTY	PHYSICAL PROPERTIES
Color	Black Liquid
Hazardous Components	Heptane (CAS# 142-82-5) Toluene (CAS# 108-88-3)
Specific Gravity	0.791
Solids Content	17%
VOC	5.51 lb / gal.
Flash Point	-4°C; 25° F
Weight	6.58 lbs / gal.

**Application Instructions:**

1. The roofing surface must be clean, dry, smooth, and free of any foreign materials, grease, oil or dirt.
2. The EPDM membrane must first be cleaned. Starting at the highest point on the roof, power wash the EPDM membrane using a mild detergent additive in the spray attachment.
3. Once the membrane is COMPLETELY DRY, repair seams and flashings using BRITE-n-EZ™ Acrylic Latex Flashing Compound or EPDM cover tape and primer.
4. Thoroughly stir primer before use. Do not dilute. Wear impervious gloves to prevent contact with skin, safety glasses and protective clothing.
5. BRITE-n-EZ™ Primer is flammable. Avoid sparks and open flames. Be certain that nearby windows are closed and there are no intake air vents or fans open to the roof area.
6. Stir primer with wooden stick. Do not use metal stirrer or electric stir that might cause sparks. Apply BRITE-n-EZ™ Coating Primer using a solvent resistant paint roller at a rate not to exceed 250 sq ft per gallon. Allow the primer to dry completely. Drying time is very short on sunny days and longer when cloudy or cool.
7. Within 4 hours of when the EPDM roof surface is primed, apply BRITE-n-EZ™ White Reflective or Plus Coating. Do not prime more of the EPDM surface than can be coated the same day. If the primer gets wet before it is coated. Let the roof dry and reapply the primer before coating.

# Product Data Sheet

## Coating Primer

8. **Primer is tacky and will stick to shoes therefore do not walk on the primer prior to applying Coating.** Primer should be applied in strips, 4' wide by length of roof and then Coating applied to each strip to prevent walking on the primer.
9. See detailed application instructions located at [www.britenez.com](http://www.britenez.com)

**Product Data:**

**Available Sizes:** 1 quart; 1 gallon & 5 gallon containers  
**Carton Size:** 5 gallon pails sold individually  
4 (four) – 1 gallon cans per carton  
12 (twelve) – quart cans per carton  
**Coverage:** Coverage rate is 200 – 250 sq. ft. per gallon.

**Storage:** Store in cool, dry well ventilated facility away from all ignition sources and direct heat. Store as flammable liquid. Protect from electrostatic charges. Keep containers closed when not in use. Keep from freezing.

**Shelf Life:** The shelf life is approximately 24 months if stored in original unopened containers at temperatures between 60° and 80°F. **ROTATE STOCK.**

**Precautionary Data:**

This product is flammable. Vapors may cause flash fires. Vapors may ignite explosively under certain conditions. Keep away from fire, sparks, and sources of heat. Do not smoke. Close container after use. Product may cause possible skin irritations and/or allergic sensitivity. Wear solvent impervious gloves.

Toxic to aquatic life. Do not contaminate ground water, water course or sewage systems.

**For professional/industrial use only.**

**WARNING:** This product contains a chemical known to the State of California to cause birth defects, or other reproductive harm.

*Each roof application has unique requirements and may require a specific system configuration and application. This product is manufactured to our product specification and our only obligation shall be to replace such product if proven to be defective. Water Tight Technologies, LLC (WTT) does not assume responsibility for any defects in application of this product, or any deficiencies in any roof or substrates on which this product is applied, nor shall WTT be responsible or liable for injury, loss, or damage of any kind or character, direct or consequential, arising from the application, use or inability to use this product.*