

## **Q: Why Should I Use an Exterior Primer?**



### **A: Exterior Primers Provide Many Benefits**

When you see an attractive building or home, you are probably noticing more than just the architecture. You are probably also noticing the paint job. And beautiful paint jobs typically result from the appropriate prep work which includes the application of a primer or sealer.

Is it always necessary to use a primer to obtain beautiful results? Probably! Here is why primers are so important:

All top quality exterior primers help paint adhere better to the surface that's being painted. They do this by making the surface more uniform for the top coat, so that when the paint is applied, it can get a better "grip" than it would on the bare surface.

Primers also help give the finished paint job a more uniform appearance in terms of color, hiding and sheen. This is especially true when the surface being painted is porous or is uneven in porosity, or has a rough texture such as stucco.

If there are stains on the surface being painted, some primers can help prevent them from "bleeding" through the paint and ruining its appearance. Not all primers have stain-blocking capability. If you are interested in this feature, check the label to make sure the primer you purchase is the stain-blocking type, and read about the necessary prep work.

Some primers or sealers are capable of providing a barrier between the surface and the top coat of paint. For example, stucco often exhibits high alkalinity which can lead to efflorescence. By applying the right primer/sealer to the stucco, efflorescence will not show through the paint.

Experts say that almost any exterior painting project will benefit from the use of a top quality primer, but there are certain applications where a primer is essential: namely, when painting new wood, bare stucco, or any surface that has not been previously painted. You should also use a primer when repainting an uneven or deteriorated surface, a peeling surface, or a surface that has been stripped or is worn down to the original material.