

Trainer's Toolbox

Choosing the Correct Primer

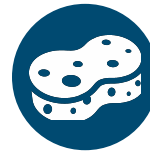
Primers Solve Problems



Stain and Odors



Porous Surfaces



Unwanted Colors



Glossy Surfaces



Engage the Customer



“What type of surface are you painting?”



Always Read the Label



Multiple Functions



Specific Functions



Types of Primers





Stain-Killing Primers

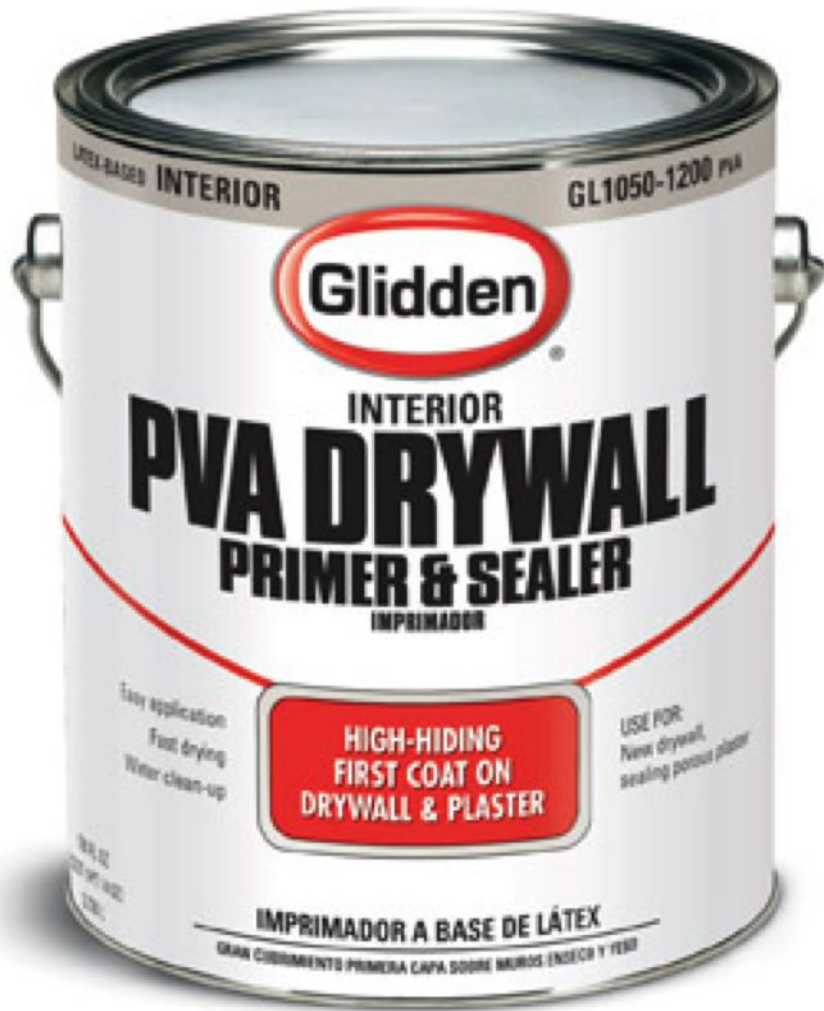
Kill stains that can bleed through the topcoat of paint.





Shellac-Based Primers
Best for difficult stains.





Drywall Primers

Formulated for new drywall.





High-Build Primers

Fills minor imperfections on the surface.





Wood Primers

Used for stain-blocking on redwood or cedar.





Block Filler

Fills pores
on unpainted
concrete block.





Metal Primer

Helps prevent rust.





Bonding Primer

Sticks to shiny and glossy surfaces so they can be painted.



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