

Painted Walls: Paint and Primer Recommendations: Smooth and Textured

Pro's Tip

Choosing and using the right primer and paint, and making sure it is well cured, has a significant effect on film adhesion.

Note: The information in this section is appropriate for any wall surface that is painted, whether it is smooth or textured.

When possible, use primer and paint from the same manufacturer; such products are designed to work together. The goal is to achieve a good bond between the substrate, primer and paint.

Laboratory tests on wallboard using Pittsburgh® Paints and Sherwin Williams™ Paints have provided acceptable film adhesion and removability characteristics on sound surfaces, although paint from other manufacturers may be satisfactory. 3M does not endorse any manufacturer.

As a wall finish dries, it releases certain gases until it is fully dried and cured. Applying a graphic before the finish has cured can result in lifting, bubbles and premature graphic failure.

Outgassing

Paint and Primer Application Tips

- Use two coats of primer, if necessary, to get good coverage.
- Use a roller or high pressure spray system to apply primer and paint. These tools provide better coverage than a brush. A short nap (1/4 inch) paint roller generally creates a smooth surface. A long nap roller tends to create a heavier texture.
- Always allow at least 5 days for the final coat of paint to dry before applying graphics to the wall. Graphics applied to insufficiently dried paint may lift or fall off.

Primer

Type of Primer	Considerations	Recommendations
Oil based, high quality	Good coverage	Kilz® brand primers have shown excellent results
Tinted primers	May bleed through certain films or be stained by the film's adhesive	Use the highest quality paint to reduce staining or bleed through problems

Paint

Type	Considerations	Recommendations
Solvent based	Good film adhesion	Perform standard paint/primer adhesion tests
Latex		
Powder coated*		
Urethane		
Baked enamel paints	Excellent film adhesion and removability	
Semi gloss	Best universal painted surface	

*Waxes used in powder coatings negatively affect adhesion; always test for acceptable film adhesion.

Paint Additives

Type	Film to Paint Adhesion Characteristics	Recommendations
Low luster, matte or satin	May inhibit good film adhesion	Determine if matting agents reduce bonding characteristics. Perform both paint/primer tests.
Silicone or graffiti resistance agents	May inhibit good film adhesion	Perform standard paint/primer adhesion tests
Migrating particles*	May inhibit good film adhesion, may stain	
Textured paint	Select a film designed for the amount of texture on your surface. Test surface for acceptable initial adhesion results. For assistance, contact us at 1 800 328 3908.	

*Some particles in a paint's chemistry can migrate over time. Although it is difficult to know if this will be a problem until the graphic is removed, you should be aware of it.