



BIRLA WHITE



PRIMACOAT PRIMER

Chalega Nahi,

Lambaaa Chalega

FOR INTERIOR



FOR EXTERIOR



**INDIA'S 1ST
WHITE CEMENT
BASED
LIQUID PRIMER**



*AVAILABLE IN 1L, 4L, 10L & 20L PACK SIZES



INDIA'S 1ST WHITE CEMENT BASED LIQUID PRIMER



Birla White PrimaCoat Primer is a white cement based water-thinnable liquid primer, that provides more adhesion and higher coverage than pure water-based acrylic wall primers available in the market. It prevents the peeling of your wall topcoat and protects your walls for years to come. This product also provides the best possible opacity and whiteness needed to bring out the true colour tones of your wall paint

Required tools

- ◆ Painting brush/roller is used for the application work
- ◆ Clean bucket and spatula for homogeneous mixing

Application Process

INTERIOR

It can be applied on all types of surfaces like Interior cement plasters, interior ceilings, interior wall putty surface etc.

Step 1: Surface Preparation

Sand surface with emery paper no. 180 and ensure the surface is clean.

Step 2: Primer

Mix **Birla White PrimaCoat Primer** with water in 1:1 ratio. Apply single coat by brush/roller and allow it to dry for 3-4 hours.

Step 3: Putty

Smoothen surface with two coats of Birla White Wall Putty. Allow it to dry for 10-12 hours & sand with emery paper 320.

Step 4: Primer

Apply second coat of **Birla White PrimaCoat Primer**. Allow to dry for 3-4 hours. If required, sand with emery paper no. 320. Apply topcoat.

EXTERIOR

It can be applied on all types of surfaces like exterior cement plasters, exterior ceilings, asbestos sheet, concrete, etc.

Step 1: Surface Preparation

a) Ensure surface is clean and free from any loose paint, dust, grease, fungi, etc.

b) Smoothen surface imperfections such as holes, dents & fine cracks with Birla White Wall Putty.

Step 2: Mixing

Mix **Birla White PrimaCoat Primer** with water in 1:1 ratio.

Step 3: Application

Apply single coat of **Birla White PrimaCoat Primer** by brush/roller and allow it to dry for 3-4 hours. Apply topcoat.

Technical Specifications

SPECIFICATION PRIMACOAT PRIMER

COVERAGE	INTERIOR - 16-19 sq.m/Ltr/ Coat**
	EXTERIOR - 10-13 sq.m/Ltr/ Coat**
DRYING TIME (SURFACE DRY)	30 minutes
STABILITY OF THINNED PAINT	use within 24 hrs
THINNING	100% by volume with water
OVERCOATABILITY (drying time to recoat)	4 - 6 HRS @27° +/- 2° C & RH 60 ± 5%
POST APPLICATION INSTRUCTIONS	Apply finishing coat within 7-8 days of primer application
SHADE RANGE	White SHADE
SAFETY FEATURES	Non-Flammable.
RECOMMENDED THINNER	Water
APPLICATION METHOD	Spray, Brush or roller after suitable dilution
SHELF LIFE	3 years from date of manufacturing if kept in original tightly closed containers away from direct sunlight and excessive heat

**Actual covering capacity may vary depending upon the surface condition, temperature, wind velocity, application skills, surface roughness & surface porosity.

Precautions

Harmful if swallowed. In case of ingestion seek immediate medical attention.

If irritation develops or persists, immediately wash skin with plenty of water. Get medical attention immediately.

Do's:

- ◆ Ensure loosely adhered/dirt-free wall surface
- ◆ Stir well before use
- ◆ Store in a cool and dry place

Don'ts:

- ◆ Do not apply when ambient temperature is less than 10°C or if the temperature might drop to this level within 4 hrs of application
- ◆ Do not over-thin or over-extend the brush
- ◆ Do not use stainers or any other colourants





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