

PLASTER DHAKE, PAINT NIKHRE.

WHITE CEMENT KA ADVANTAGE
WALA LIQUID PRIMER





ACTIVCOAT

Birla White ActivCoat Primer is a white cement-based liquid primer. ActivCoat Primer provides better opacity and whiteness than acrylic wall primers available in the market. This helps to bring out the true tone of paint colour and gives you best outcome of paint on your home walls.



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 ActivCoat 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 ActivCoat 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

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

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



Step 2: Mixing

Mix Birla White ActivCoat Primer with water in 1:1 ratio.



Step 3: Application

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

Technical Parameter	Specification
Coverage (on Ideal smooth surface)*	Interior: 160-200 Sq.Ft./Ltr/ Coat
	Exterior: 110-130 Sq.Ft./Ltr/ Coat
Drying time (surface dry)**	30 minuts
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 30 days of primer application.
Packaging	1 ltr, 4 ltrs, 10 ltrs & 20 ltrs.
Safety features	Non-Flammable
Method of application	Spray, brush or roller after suitable dilution
Shelf life	3 years from date of manufacture in original tightly closed containers away from direct sunlight and excessive heat.
Recommended surfaces	Exterior cement plasters, exterior ceilings, asbestos sheet, concrete, etc. as a primer

*Actual covering capacity may vary depending upon the surface conditions (texture, roughness & porosity), application conditions (painter skills & application method) and external factors (temperature, wind velocity etc.)

** Actual drying time may vary depending on climatic condition

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





ACTIVCOAT

Birla White - A Unit of UltraTech Cement Limited,
9th Floor, Birla Centurion, Pandurang Budhkar Marg,
Worli, Mumbai – 400030

Telephone Board Nos : 022- 68540444 / 50365111

 **Website:** www.birlawhite.com |  **Toll Free No.:** 1800 11 1717
 www.facebook.com/BirlaWhiteCement |  twitter.com/BirlaWhite