



# PRIMER FOR CONCRETE

*(Water-Based Concrete Primer)*

## 1. Product Description:

Acrylic Water-Based Concrete Primer is a high-performance, hydrophobic, fast-drying primer designed to enhance the adhesion of paints, coatings, and finishes on concrete surfaces. Formulated to resist moisture, this primer provides excellent bonding while protecting the concrete from efflorescence and whitening. It penetrates and seals the concrete surface, creating a smooth and stable base for topcoats. Ideal for both new and previously coated concrete, this water-based primer is environmentally friendly, low in VOCs, and easy to apply, offering superior protection against water and moisture.

## 2. Key Features:

- **Hydrophobic:** Water-repellent properties that prevent moisture absorption, reducing the risk of water damage.
- **Efflorescence and Whitening Resistance:** Effectively prevents the formation of unsightly white stains (efflorescence) and whitening on the surface of concrete.
- **Excellent Adhesion:** Improves the bond between concrete surfaces and topcoats.
- **Water-Based Formula:** Low odor, environmentally friendly, and easy to clean up with water.
- **Fast-Drying:** Dries quickly, allowing for faster project completion.
- **Concrete Surface Preparation:** Seals and stabilizes porous concrete surfaces, ensuring better coverage of finish coats.
- **UV and Weather Resistant:** Provides a durable foundation that resists degradation from sunlight and moisture.
- **Low VOC:** Meets environmental standards with low volatile organic compound (VOC) content.
- **Penetrating Formula:** Penetrates into the concrete to seal and stabilize surfaces for better performance of the topcoat.

## 3. Applications:

- **New Concrete:** Ideal for priming newly poured concrete before applying a finish coat.
- **Old Concrete:** Prepares older, worn-out concrete surfaces for re-coating or refinishing.
- **Interior and Exterior Concrete:** Suitable for both interior and exterior concrete surfaces such as walls, floors, driveways, and pavements.
- **Masonry:** Effective on masonry surfaces where additional surface preparation is needed.
- **Stucco:** Can be used on stucco surfaces to enhance the bonding and durability of finish coats.
- **Brick and Block:** Works well on unsealed brick, cinder block, and similar porous surfaces.

#### 4. Technical Data Sheet:

Property	Specification
<b>Product Name</b>	Acrylic Water-Based Concrete Primer
<b>Type</b>	Acrylic-based, water-based primer
<b>Appearance</b>	Milky white liquid that dries clear
<b>Finish</b>	Matte or low sheen (when dry)
<b>Drying Time</b>	Touch dry in 30 minutes; re-coatable in 1-2 hours
<b>Coverage</b>	10-12 m <sup>2</sup> per liter, depending on surface texture and porosity
<b>Application Temperature</b>	50°F - 90°F (10°C - 32°C)
<b>Packaging</b>	1L, 5L, 20L containers
<b>Shelf Life</b>	12 months (unopened)
<b>Solids Content</b>	30-35%
<b>VOC Content</b>	< 50 g/L (low-VOC formulation)
<b>Bond Strength</b>	Excellent bonding to concrete and masonry
<b>Water Resistance</b>	Excellent resistance to moisture and water
<b>Efflorescence Resistance</b>	Resists whitening and efflorescence on concrete surfaces
<b>Hydrophobic Properties</b>	Hydrophobic – prevents water absorption
<b>pH</b>	8-9
<b>Clean-Up</b>	Clean tools and spills immediately with water
<b>Compatibility</b>	Compatible with most paints, coatings, and sealants for concrete

#### 5. Health & Safety Precautions:

- **Warning:** Keep out of reach of children.
- **Skin Contact:** Wash skin with soap and water if contact occurs.
- **Inhalation:** Avoid inhalation of vapors. Ensure adequate ventilation in confined spaces.
- **Eye Contact:** In case of eye contact, flush immediately with plenty of water for at least 15 minutes. Seek medical advice if irritation persists.
- **Protective Gear:** Wear gloves, goggles, and a mask during application to avoid direct contact with the primer.

#### 6. Application Instructions:

1. **Surface Preparation:** Clean the concrete surface thoroughly. Remove dirt, grease, oils, dust, and any loose debris. If the surface is new, allow the concrete to cure for at least 28 days before priming.
2. **Mixing:** Stir the primer thoroughly before use. The primer is ready to apply without the need for thinning.
3. **Application:** Apply the primer using a brush, roller, or airless sprayer. Ensure even coverage across the entire surface, working in small sections to avoid visible lines or patches.
4. **Drying Time:** Allow the primer to dry for at least 30 minutes to 1 hour, depending on ambient temperature and humidity. Re-coating can be done after 1-2 hours.
5. **Topcoat Application:** Once the primer is fully dry, apply the desired topcoat within 24 hours for optimal adhesion. If re-coating after 24 hours, light sanding or scuffing may be necessary to ensure proper bonding.

6. **Clean-Up:** Clean brushes, rollers, and other equipment with water immediately after use to avoid product hardening.
7. **Additional Notes:**
  - **Temperature Considerations:** Apply the primer in temperatures between 50°F and 90°F (10°C - 32°C). Do not apply in rain or during extreme weather conditions.
  - **Test Prior to Full Application:** Always test the primer on a small, inconspicuous area of the concrete surface to ensure compatibility and desired results before full application.
  - **Storage:** Store in a cool, dry place away from direct sunlight and freezing conditions.



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