



JK PRIMERA ACTIVE

Exterior Wall Primer

PRIMERA ACTIVE EXTERIOR WALL PRIMER is a water-thinnable base coat with excellent whiteness and opacity. Its VOC formulation makes it an ideal base coat for Ninja series of Exterior emulsions of JK Maxx Paints. It is suitable as a priming coat for new as well as old concrete surfaces.

PRODUCT BENEFITS/FEATURES



Superior Whiteness



Better Opacity



Ease of Application



Exterior



Low VOC

AREAS OF APPLICATION

PRIMERA ACTIVE EXTERIOR WALL PRIMER can be applied on cement plaster, concrete bricks and RCC, ceiling and wall plaster, RCC works, cement sand renderings.

PACKAGING AVAILABLE



1 L



4 L



10 L



20 L

COVERAGE

On normal masonry surface by brush/roller/spray



1 Coat 12-13 sq.mtr/ltr/ Coat*

*Actual Coverage will vary according to the porosity and texture of the surface. However, on moderately smooth surface.

FINISH

Matt

Smooth

COLORS AVAILABLE

White

Primera Active Exterior Wall Primer is an undercoat



HOW TO APPLY

SURFACE PREPARATION

- The surface to be primed should be sound, clean, dry and free from dust, dirt, loose particles, grease, etc.
- This should be done by wire brushing and cleaning with water.
- All minor cracks and defects should be repaired.
- All surface undulations should be levelled with thin coats of JKCement WallMaxX Wall Putty and allowed to dry.
- All areas affected by algae, fungus or efflorescence should also be suitably treated.

APPLICATION

- Primera Active Exterior Wall Primer should be applied by **diluting with water in the ratio of 1:1**.
- Apply with brush or spray. Allow the surface to dry for 4-6 hours.

SAFETY PRECAUTIONS

- Stir the contents thoroughly before use.
- Store Primera Active Exterior Wall Primer in a cool and dry place.
- Wash the brush/equipment with water immediately after use.

SHELF LIFE

- 3 years from the date of manufacturing in the original tightly closed container, away from direct sunlight and excess heat.
- Lead contents does not exceed 90 ppm.
- No Added Mercury, Arsenic and Chromium.
- Stir well and strain before use.

PRIMERA ACTIVE EXTERIOR WALL PRIMER APPLICATION PROCESS

APPLICATION	THINNER	DILUTION % VOLUME	APPLICATION VISCOSITY ¹ (SEC)	RECOATING PERIOD ² (HOURS)
Surface Preparation	Cleaning & Sanding with Emery Paper 180			
Step 1 JKCement WallMaxX Wall Putty	Water	Based on Requirement	NA	4-6 hours
Step 2	Sanding with Emery Paper 180			
Step 3 Primera Active Exterior Wall Primer	Water	100%	Brush/Roller 15- 20 Sec Spray 15- 20 Sec	4-6 hours

1. As measured through a Ford cup.

2. Recoating period is quoted for 25°C and 50% Relative Humidity, these may vary under different conditions.

3. Some shades may require 3 or more coats for proper hiding.

PRECAUTIONS

- Do not apply when ambient temperature is less than 10°C or if the temperature might drop to this level within 4 hours of application.
- In high humidity areas, use of bio-wash solution is recommended to remove surface fungus growth, fungal spores, mould etc. before application of paint.

TECHNICAL DETAILS

Drying time: Surface dry time 30 min.

Flash point IS101/1987 Part 1, Sec 6: NA

Stability of thinned primer: To be used within 24 hours

SAFETY FEATURES

- Kindly refer to the MSDS for Primera Active Exterior Wall Primer which gives detailed information on safety measures while handling the paint.
 - Store the container with the lid tightly closed in an upright position, in a cool, dry place.
 - Keep out of reach of children and away from food, drink, etc.
 - May be harmful, if swallowed. In case of ingestion, seek immediate medical attention.
 - Wear eye protection during application. In case of contact with eyes, rinse immediately with plenty of water and seek medical advice.
 - In case of skin contact immediately wash skin with soap and plenty of water. Get medical attention if irritation develops or persists.
- Do not breathe vapour or spray. It is recommended to wear suitable nose pad during sanding and surface preparation to avoid dust inhalation.
 - Do not pour leftover paint down the drain or in water courses.
 - In the event of spills, contain spillage using sand or earth.
 - Safety Data Sheet available for professional user on request.
 - No added Lead, Mercury or Chromium compounds.