



TRUECEM WALL PRIMER (WHITE CEMENT BASED)

TruecemWall Primer is a specially designed wall coating, based on white cement, re-dispersible polymer and functional additives for application on wide range of exterior and interior cement plasters, ceilings, asbestos sheets, concrete etc. as an undercoat. It is economical, easy to apply and ideal for complexes with large square footage

PRECAUTIONS

- Store at ventilated locations in well ambient conditions ● Keep away from water
- In case of eye/skin contact, wash with plenty of water ● Do not inhale or ingest. If it happens take in fresh air and seek medical help if symptoms persist ● Do not apply when ambient temperature might drop to level below 10°C within 4 hrs of application ● New plaster should be allowed to cure for minimum 12 weeks ● Avoid extra thinning for better results ● Do not use universal stainers. Stir well paint before application
- The bag must be tightly closed when not in use
- Use safety equipments like rubber or polythene gloves, safety goggles/glasses & facemask
- Do not use salty water for thinning

PERFORMANCE FEATURES AND BENEFITS

- High refractive index and opacity impart a durable, lustrous, smooth wall-finish
- Does not chalk and can be applied on cured freshly plastered surfaces
- Fills minor hairline cracks and crevices, providing a smooth finish
- Lasts longer than lime or white cement wash and provides a superior finish
- Convenient application with brush or spray unlike conventional lime wash
- Good opacity and whiteness improve appearance of emulsion topcoats
- Allows the structure to 'breathe', enabling dampness to evaporate

SURFACE PREPARATION

- Cleaning: Surface to be painted should be free from loose paint, dust, or grease. Fungus, algae, or moss should be removed by vigorous wire brushing and cleaning with water
- Damping: Spray the area with water first as this prevents the water in the Primer from being sucked out too quickly on application
- Filling: Surface imperfections such as holes, dents, cracks should be filled with Truecem White Cement Based Exterior Wall Putty
- Freshly-plastered surfaces must be allowed to cure completely

PACK SIZES: 1 kg, 5kgs, 25kgs

SHADE RANGE:
Available in range of 42 enchanting shades, as shown in the product shade card

TECHNICAL DATA

COVERAGE*	On normal masonry surface by brushing 55 - 60 sq. ft/kg/coat
DRYING TIME	Surface Dry: 2hr
@27°± 2°C & RH 60 ± 5%	Recoating: Min. 6hrs
GLOSS LEVELS/ SHEEN LEVELS	Matt
THINNING	Add 1 litre of water in 1 kg of paint
POT LIFE OF THINNED PAINT	Not less than 1 hr
FLASH POINT	NA
SHELF-LIFE	1 year from date of manufacture in a cool dry place, protected from extreme climatic conditions.

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

APPLICATION

SUBSTRATE/UNDERCOATS	THINNER	DILUTION %	APPLICATION CONSISTENCY	RECOATING PERIOD (hrs)*
Truecem PlusCement Paint 1st Coat*	Water	1:1	Uniform	6-8 hrs
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Factory & Corporate Office: TRUE COAT PAINTS PVT. LTD.

IV/14-B, Kaninad P.O, Puthencruz, Kochi.

93884 73093, 79028 65555 | sales@truecoatpaints.com | www.truecoatpaints.com