



#### PERFORMANCE FEATURES AND BENEFITS

- Excellent opacity and whiteness
- Improves appearance of top coat
- Does not chalk and can be applied on adequately cured fresh plaster
- Does not require curing with water
- Provides excellent adhesion to top coat emulsions
- Prevents peeling off of top coat emulsions

#### METHOD OF APPLICATION

- Apply a coat of Cement Primer using roller or brush
- No curing required after application

PACK SIZE AVAILABILITY: 1 Ltr, 4 Ltr, 10 Ltr, 20 Ltr  
SHADE RANGE : White

## MAX TRUE PRIME (EXTERIOR / INTERIOR)

Max Trueprime Primers are water-based wall coatings suitable for application on exteriors and interiors as an undercoat to emulsions.

It can be used on all types of exterior and interior cement plasters, ceilings, asbestos sheets, concrete and existing painted surfaces.

#### SURFACE PREPARATION

- Ensure that the surface to be painted is free from any loose paint, dust, or grease. Any previous growth of fungus, algae, or moss needs to be removed thoroughly by vigorous wire brushing and cleaning with water
- Surface imperfections such as holes, dents, cracks are to be filled with Truecem White Cement Based Exterior wall Putty
- Freshly-plastered surfaces must be allowed to cure completely

#### APPLICATION

- Thin the primer with 40% dilution in water and stir well until a uniform consistency is achieved
- Apply a single coat of diluted material and allow it to dry for 3-4 hours
- For best results, coating cycle should be completed within 48 hours. There should not be direct exposure to rain within 3-4 hours of application on the painted surface

#### TECHNICAL DATA

COVERAGE*	On normal masonry surface by brushing 1 coat 11-12sq.mtr / ltr
DRYING TIME	Hard dry 4-6 hours
C) GLOSS LEVELS/SHEEN LEVELS	NA
D) FLASH POINT (IS 101/1987, PART 1, SEC 6)	NA
E) STABILITY OF THINNED PAINT	Use within 24 hrs
F) SHELF-LIFE	3 years from date of manufacture in original tightly closed containers, away from direct sunlight and excessive heat

\*Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness.



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