



BIRLA WHITE

PRIMACOAT PRIMER

Chalega Nahi,
Lambaaa
Chalega



**INDIA'S 1ST
WHITE CEMENT BASED
LIQUID PRIMER**

PRIMACOAT LIQUID PRIMER

Birla White PrimaCoat Primer is a white cement based water-thinnable liquid primer, that provides more adhesion and higher coverage than pure water-based acrylic wall primers available in the market. It prevents the peeling of your wall topcoat and protects your walls for years to come. This product also provides the best possible opacity and whiteness needed to bring out the true colour tones of your wall paint.

REQUIRED TOOLS

- Painting brush/roller is used for the application work.
- Clean bucket and spatula for homogeneous mixing.



PRODUCT HIGHLIGHTS



TECHNICAL SPECIFICATIONS

S.No.	Technical Parameter	Specifications
1	*Coverage (Sq.ft/Ltr/Coat)	INTERIOR - 200-230 sq.ft/Ltr/ Coat** EXTERIOR - 110-140 sq.ft/Ltr/ Coat**
2	**Drying time (surface dry)	30 minutes
3	Stability of thinned paint	Use within 24 hrs
4	Thinning	100% by volume with water
5	Overcoatability (drying time to recoat)	4 - 6 HRS @27° +- 2° C & RH 60 ± 5%
6	Post application instructions	Apply finishing coat within 30 days of primer application
7	Shade range	White Shade
8	Safety features	Non-Flammable
9	Recommended Thinner	Water
10	Method of application	Spray, brush or roller after suitable dilution
11	Shelf life	3 years from date of manufacture in original tightly closed containers away from direct sunlight and excessive heat

*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

AVAILABLE SIZES 1L, 4L, 10L, 20L



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EXTERIOR



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APPLICATION PROCESS

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 PrimaCoat 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 PrimaCoat 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

- a) Ensure surface is clean and free from any loose paint, dust, grease, fungi, etc.
- b) Smoothen surface imperfections such as holes, dents & fine cracks with Birla White Wall Putty.

Step 2: Mixing

Mix **Birla White PrimaCoat Primer** with water in 1:1 ratio.

Step 3: Application

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

PRECAUTIONS

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



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