



PERMACEM WATERPROOF CEMENT PAINT

PRODUCT DESCRIPTION

PERMACEM is a cement based economy colour coating for exteriors. It is formulated for easy mixing and application. PERMACEM is based on white Portland cement and other ingredients which make it easy to apply. It requires addition of water only in one stage. It contains pigment that are resistant to heat & light. Mixing is thus much easier.

SURFACE PREPARATION

PLASTER

New masonry surfaces must be allowed to cure completely. It is recommended to allow 28 days as the curing time for new masonry surfaces.

CLEANING

Ensure the surface is completely free from all dirt, loosely held plaster, powdery residue, oil, grease or any other contamination. Any previous growth of fungus, algae or moss needs to be removed thoroughly by vigorous wire brushing and cleaning with water. One Coat of SNOWCEM BIOWASH is recommended to prevent further growth of algae, fungus or moss.

FILLING THE CRACKS, HOLES & DENTS

For filling cracks upto 3mm, holes and dents use Snowcare Wall Putty or white cement and fine sand in the ratio 1:3 For exterior surfaces or substrates that are subjected to continuous seepage or dampness, kindly get the repairs done before the application of paint.

RECOMMENDED PRIMER

PERMACEM WATERPROOF CEMENT PAINT can be applied on the surfaces to improve its adhesive properties, especially on smooth wall surfaces or bricks with sulphates, old cement paint surface, distempers, lime blocks & smooth non absorbent cement surfaces, CEMPROVER cement primer mixed with an equal measure of clean water should be applied as priming coat.

For problematic areas, use of CEMPROVER is also recommended in extremely hot condition before application of PERMACEM WATERPROOF CEMENT PAINT to any surface. When thoroughly dry, 2 coats of PERMACEM WATERPROOF CEMENT PAINT can be applied. It helps to reduce efflorescence effect to some extent if a prime coat of CEMPROVER is given before application of PERMACEM WATERPROOF CEMENT PAINT.

PRE PAINTING CARE

Pre-wet surface to be painted with clean water and allow the water to run off. Loosen the contents of PERMACEM each sack of by rolling the sack before opening for the first time. Cut open the multi walled sack of PERMACEM to be used. Apply properly mixed PERMACEM with a good quality brush. Application should be wetted from bottom to top with a fine water spray. Do not use saline water for curing surfaces painted with PERMACEM.

PAINT APPLICATION PROCESS

APPLICATION	RECOATING PERIOD
STEP 1 PRE WETTING	Pre-wet the surface with clean water, wait for 30 min.
STEP 2 CEMPROVER CEMENT PRIMER (1:1) DILUTED WITH WATER	6-8 hours depending upon climatic condition.
STEP 3 PERMACEM WATERPROOF CEMENT PAINT BRUSH / SPRAY	12-18 hrs
STEP 4 WETTING WITH WATER FINE SPRAY OF WATER	Wait for 30 min.
STEP 5 PERMACEM WATERPROOF CEMENT PAINT BRUSH / SPRAY	12-18 hrs
STEP 6 WETTING WITH WATER FINE SPRAY OF WATER	1 or 2 curing required for completely setting of paint.

1. Recoat period is quoted for 25°C and 50% Relative Humidity; these may vary under different atmospheric conditions.

PRODUCT FEATURES

- Economy colour coating.
- Based on white Portland cement.
- Breathable paint.
- Good appearance.
- Easy application.
- Reflects heat.

COLOURS AVAILABLE

WHITE* & 30+ standard shades & given special shades as per requirement.



MIXING RATIO

To one volume of fresh water in a clean container add equal volume of PERMACEM (1:1) and stir well to get uniform consistency. No further dilution is required and PERMACEM is ready for application.



COVERAGE

Varies according to the porosity and texture of the surface. When mixed to normal consistency, approximate covering capacity of PERMACEM is 45-65 sq.ft/kg/coat approx. for cement/sand renderings.



AVAILABLE PACK SIZES

The pack sizes available for PERMACEM is 25 Kg in laminated synthetic sacks. All our packing has Snowcem Paints Hologram, a mark of genuineness. Please preserve batch number and cash memos for future reference. PERMACEM empty sacks should be destroyed.





PERMACEM WATERPROOF CEMENT PAINT

TECHNICAL DETAILS

Nature	Fine powder form
Base	White Portland cement and other additives
Colour	Available in many attractive shades.
Finish	Good matt finish.
Mode of application	Either to be brushed or sprayed
Curing	1 st & 2 nd coat should be cured properly.
Drying Time	6-8 hours depending on climatic conditions.
Recoating period	12-18 hours depending on climatic conditions.
Shelf life	3 years

HANDLING & STORAGE

Keep sacks airtight during handling and storage to avoid loss of material. Store PERMACEM in a cool dry place and also protect it from extreme climatic conditions during storage, in transit and at site.

IMPORTANT PRECAUTIONS

- PERMACEM is not recommended for external application to common bricks unless these bricks are dry at the time of application and design of the structure affords maximum protection from moisture penetration.
- It cannot be applied directly on surfaces containing gypsum plaster, chunam, lime washes, oil paint, varnishes, oil bound distemper or emulsion paints.
- On chunam and lime wash surfaces, PERMACEM can be applied after completely removing chunam/lime by wire brush and washing it down with water and then applying a coat of PERMACEM cement primer.
- On CEMPROVER primed surfaces no pre-wetting is required for the 1st coat application PERMACEM. Normal curing after 1st and 2nd coat should be followed. Surfaces with oil or resin based paints should be repainted only with SANDTEX MATT and not with PERMACEM.
- PERMACEM provides excellent protection against rain, water etc. It is therefore not advisable to use any waterproofing chemical as basecoat, additive or topcoat. Use of lime wash, white cement or any cement paints other than PERMACEM as base coat is not recommended.
- Inter mixing of shades is also not recommended. An aquamarine shade is liable to fleet thus use only for interiors. Use of dark shades is not recommended over large unrelieved areas as efflorescence may appear more prominently on dark shades. Dark shades require more curing than light shades.
- New plaster should be 8 weeks old, properly cured, dry and well set before application. PERMACEM must only be applied when there is no risk of rain or frost during application and drying period. Keep the partly used sack properly tied up.
- PERMACEM if exposed to atmosphere, it may affect single stage mixing due to air/setting and may also result in deterioration of some ingredients.

SAFETY MEASURES

Kindly refer to the MSDS for Snowcem Paints PERMACEM which gives detailed information on safety measures while handling the paint, which is available on request. Keep out of reach of children and away from eatables.

May be harmful if swallowed. In case of ingestion seek immediate medical attention. In case of skin contact immediately wash skin with soap and plenty of water. Get medical attention if irritation develops or persists.

Wear eye protection during application. In case of contact with eyes, rinse immediately with plenty of water and seek medical advice. 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 watercourses. In the event of spills, contain spillage using sand or earth.

Corporate office:

3rd Floor, Agrima Business Centre, N. K. Mehta International House, 178, Backbay Reclamation, Babubhai Chinai Marg, Mumbai - 400 020. Maharashtra, India.

Branches:

Ahmedabad | Bangalore | Ghaziabad | Jaipur | Kochi | Kolkata | Mumbai | New Delhi | Pune | Secunderabad

CFA Locations:

Cuttack | Indore | Jamshedpur | Kanpur | Nagpur | Raipur | Salem | Visakhapatnam

GREEN BUILDING PARAMETERS

PERMACEM qualifies for
"GREEN BUILDING CRITERIA"

REFERENCE

Type of Paint	LEEDS*	TERI GRIHA*
Exterior Flat	100 g/l VOC	100 g/l VOC

As per IS 15489 : 2004, Section 6.12.2.1 specifies the "product not to contain more than 5%, by mass, Volatile Organic Compounds"

* LEED - Leadership in Environment and Energy Design, USA.
TERI - The Energy and Resource Institute, India.
GRIHA - Green Rating Integrated Habitat Assessment.

**VOLATILE ORGANIC
COMPOUNDS**
PERMACEM WATERPROOF
CEMENT PAINT
contains ZERO VOC.



HEAVY METALS
PERMACEM WATERPROOF
CEMENT PAINT does not
contain harmful compounds like
formaldehyde, phenolic
compounds, benzene, etc.



**HAZARDOUS
CHEMICALS**
PERMACEM WATERPROOF
CEMENT PAINT is free from
lead, chromium (VI),
cadmium, mercury and its
compounds.

