



## SPECIAL (CW) PRIMER PRIMER FOR EXTERIOR

### PRODUCT DESCRIPTION

Snowcem Special (CW) Primer is specially formulated for both concrete as well as wooden surfaces. It is based on Acrylic Co-Polymer Emulsion.

### 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.



### PAINT APPLICATION PROCESS

APPLICATION	RECOATING PERIOD
STEP 1 SANDING	Sand The Surface With Emery Paper 180 And Wipe Clean
STEP 2 SNOWCEM SPECIAL (CW) PRIMER BRUSH / ROLLER / SPRAY	4 - 6 hrs
STEP 3 SNOWCARE WALL PUTTY TROWEL	O/N (Apply 2 Coats)
STEP 4 SNOWCEM SPECIAL (CW) PRIMER BRUSH / ROLLER / SPRAY	4 - 6 hrs
STEP 5 APPLICATION OF TOPCOAT BRUSH / ROLLER / SPRAY	Apply emulsion coat over SNOWCEM SPECIAL (CW) PRIMER

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

### PRODUCT FEATURES

*Provides Excellent Adhesion To Top Coat Emulsion*

*Excellent Alkali Resistant Property*

*Improves Appearance Of Top Coat*

*Excellent Opacity & Whiteness*

*Prevents Peeling Off Of Top Coat Emulsions*

*Free From Heavy Metals Like Lead, Chromium*

### COLOURS AVAILABLE

#### WHITE\*

Snowcem Special (CW) Primer is an undercoat.



### MIXING RATIO

Dilute one litre of Snowcem Special (CW) Primer with 500 ml of clean potable water for concrete surfaces & 200 ml of clean potable water for wooden surfaces. Do not add any stainer/colorant to the Snowcem Special (CW) Primer. Don't over dilute Snowcem Special (CW) Primer.



### COVERAGE

Varies according to the porosity and texture of the surface. Coverage for smooth surface with no suction: Approx 90-110 Sq. ft. per liter per coat.



### AVAILABLE PACK SIZES

The pack sizes available for Snowcem Special (CW) Primer are 20 l, 10 l, 4 l and 1 l.





## SPECIAL (CW) PRIMER PRIMER FOR EXTERIOR

### TECHNICAL DETAILS

<b>Nature</b>	Thixotropic
<b>Base</b>	Acrylic emulsion binder & other additives
<b>Colour</b>	White
<b>Finish</b>	Smooth & uniform finish
<b>Mode of application</b>	By brush, roller or spray
<b>Drying time</b>	Touch dry 30 min. hard dry 4 To 6 hours
<b>Recoating period</b>	4 to 6 hours
<b>Stability of thinned paint</b>	To be used Within 24 hours
<b>Shelf life</b>	3 years

### HANDLING & STORAGE

Keep containers airtight during handling and storage to avoid loss of material. Store Snowcem Special (CW) Primer in a cool dry place and also protect it from extreme climatic conditions during storage, in transit and at site.

### PRECAUTIONS

It is not advisable to use any waterproofing chemical as base coat, top coat or as an additive. Over dilution of Snowcem Special (CW) Primer may result in, poor hiding, poor bonding or flaking. Excessive brushing and stretching are also to be avoided. No thinner or universal stainer is to be used with Snowcem Special (CW) Primer .

### SAFETY MEASURES

Kindly refer to the MSDS for Snowcem Special (CW) Primer which gives detailed information on safety measures while handling the paint, which is available on request.

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 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 water courses.

In the event of spills, contain spillage using sand or earth.

### POST PAINTING CARE

**Apply 2 Coats of emulsion paint coat over SNOWCEM SPECIAL (CW) PRIMER**

#### Corporate office:

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

#### Depots:

Ahmedabad | Bangalore | Chennai | Cuttack | Ghaziabad | Hyderabad | Indore | Jaipur | Kanpur | Kolhapur | Kochi | Kolkata | Mumbai | Mumbai-Thane | Nagpur | New Delhi | Pune | Rajkot | Salem | Siliguri | Vishakhapatnam

Eco-friendly Commitment: All products of Snowcem Paints are Lead, Chromium and Mercury free

Please consider the environment before printing it.

Toll free number : 1800-891-3541 Website: [www.snowcempaints.com](http://www.snowcempaints.com)

### GREEN BUILDING PARAMETERS

**SPECIAL (CW) PRIMER  
qualifies for  
"GREEN BUILDING CRITERIA"**

#### REFERENCE

Type of Paint	LEEDS*	TERI GRIHA*
Exterior Flat	100 g/l VOC	100 g/l VOC
Interior Flat	50 g/l VOC	50 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

**Snowcem Special (CW) Primer** contains less than 40 g/l VOC. **Snowcem Special (CW) Primer** contains 1-3% VOC.



#### HEAVY METALS

**Snowcem Special (CW) Primer** is free from lead, chromium (VI), cadmium, mercury and its compounds.



#### HAZARDOUS CHEMICALS

**Snowcem Special (CW) Primer** does not contain harmful compounds like formaldehyde, phenolic compounds, benzene, etc.

