



UNIVERSAL PRIMER FOR EXTERIOR / INTERIOR

PRODUCT DESCRIPTION

Universal Primer is a water-based wall coating suitable for exterior emulsions as well as interior emulsions. It is based on Acrylic Co-Polymer Emulsions.

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 paints.



PAINT APPLICATION PROCESS

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

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

PRODUCT FEATURES

Improves Appearance Of Top Coat

Excellent Opacity & Whiteness

Prevents Peeling Off Of Top Coat Emulsions

Fast Drying & Quick Recoatable

Provides Excellent Adhesion To Top Coat Emulsion

Free From Heavy Metals Like Lead, Chromium

COLOURS AVAILABLE

WHITE*

Snowcem Universal Primer is an undercoat.



MIXING RATIO

Dilute one litre of **Snowcem Universal Primer** with 1 liter of clean potable water. Do not add any stainer/colorant to the Snowcem Universal Primer. Don't over dilute **Snowcem Universal Primer**.



COVERAGE

Varies according to the porosity and texture of the surface. Coverage for smooth surface with no suction: Approx 100-120 Sq. ft. per liter per coat.



AVAILABLE PACK SIZES

The pack sizes available for **UNIVERSAL PRIMER** are 20 l, 10 l, 4 l and 1 l.





UNIVERSAL PRIMER FOR EXTERIOR / INTERIOR

TECHNICAL DETAILS

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

HANDLING & STORAGE

Keep containers airtight during handling and storage to avoid loss of material. Store Snowcem Universal 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 Universal 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 Universal Primer.

SAFETY MEASURES

Kindly refer to the MSDS for Snowcem Universal 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 UNIVERSAL 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.

GREEN BUILDING PARAMETERS

**UNIVERSAL 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

UNIVERSAL PRIMER contains less than 40 g/l VOC. **UNIVERSAL PRIMER** contains 1-3% VOC.



HEAVY METALS

UNIVERSAL PRIMER is free from lead, chromium (VI), cadmium, mercury and its compounds.



HAZARDOUS CHEMICALS

UNIVERSAL PRIMER does not contain harmful compounds like formaldehyde, phenolic compounds, benzene, etc.

