

# CP CEM PRIME

## Description

**Acrylic Primer** is a **high-performance, water-based primer** designed to enhance the adhesion, durability, and finish of topcoat paints on a variety of surfaces. It creates a **uniform, sealed, and stable base** that improves paint performance, reduces porosity, and prevents uneven absorption.

## Uses

Acrylic primer is a **versatile, water-based primer** that enhances adhesion, durability, and surface preparation for various coatings. It is used in multiple applications, including:

### 1. Wall & Ceiling Priming

- Ensures **better adhesion** of topcoats to drywall, plaster, and masonry.
- Seals **porous surfaces** to prevent uneven absorption and patchy finishes.
- Reduces the number of **paint coats needed**, saving time and materials.

### 2. Concrete & Masonry Sealing

- Seals **new or old concrete surfaces** to prevent chalking and efflorescence.
- Provides **alkali resistance**, preventing premature paint failure.
- Enhances durability in **commercial and industrial buildings**.

### 3. Exterior Surface Protection

- Used on **stucco, brick, cement board, and wood** for enhanced durability.
- Protects against **moisture penetration** and weather-related damage.
- Improves topcoat performance, reducing **fading and peeling**.

### 4. Wood Priming

- Creates a **smooth base** for topcoats on bare or previously painted wood.
- Prevents **tannin bleed** from natural wood surfaces.
- Ensures **long-lasting adhesion** for paints and finishes.

### 5. High-Humidity & Stain Blocking Applications

- Used in **bathrooms, kitchens, and basements** to resist moisture-related issues.
- Helps **block stains** from water damage, smoke, or previous coatings.

### 6. Repainting & Restoration

- Prepares previously painted surfaces by enhancing **adhesion and coverage**.
- Prevents **peeling, cracking, or flaking** of the new paint layers.

## Features & Benefits

**Strong Adhesion** – Improves the bond between the surface and the topcoat.

✓ **Seals Porous Surfaces** – Prevents excessive paint absorption, ensuring a smooth finish.

✓ **Alkali & Efflorescence Resistance** – Protects against chalking and white powdery deposits.

✓ **Quick Drying** – Dries in 30 minutes to 2 hours, allowing fast recoating.

✓ **Low VOC & Eco-Friendly** – Water-based formula with minimal odor.

✓ **Multi-Surface Compatibility** – Suitable for drywall, concrete, masonry, plaster, and wood.

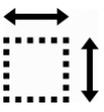
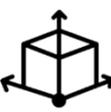
✓ **Enhances Paint Durability** – Reduces peeling, cracking, and flaking over time.

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## Properties

Form	
Mixed Density	1.4
Pot Life	30-40 minutes @ 25 degC
Tack free time	4-6 hours
Chemical Resistance	

## Additional Information

COVERAGE RATE	PACK SIZE	SHELF LIFE
		
Concrete : 10 SQMTR/1 LTR	1/5/10/20 kg (BKT)	12 months from date of manufacture if stored in shaded and dry area.

## Application Methodology

### 1. Surface Preparation

- ❖ Ensure the surface is **clean, dry, and free from dust, grease, or mold.**
- ❖ For **previously painted surfaces**, lightly sand to remove gloss and improve adhesion.
- ❖ On **porous surfaces (drywall, masonry, wood, etc.)**, use a suitable primer to prevent excessive absorption.
- ❖ For **metal surfaces**, ensure they are **rust-free and pre-treated** (if applicable).

### 2. Mixing the Primer

- ❖ Stir the acrylic primer **thoroughly** before use to ensure uniform consistency.

- Do **not dilute** unless specified by the manufacturer. Some primers may allow thinning with **clean water** (typically up to 10%).

## 3. Application Methods

**A. Brush Application** (Best for edges, corners, and detailed areas)

- Use a **high-quality synthetic brush** for smooth application.
- Apply in **long, even strokes** to avoid visible brush marks.

**B. Roller Application** (Best for large, flat surfaces like walls and ceilings)

- Use a **high-nap roller** for textured surfaces (masonry, stucco) and a **low-nap roller** for smooth surfaces (drywall, wood).
- Apply using a **W or M pattern** for even coverage and to prevent streaks.

**C. Spray Application** (Best for large or detailed surfaces, professional use recommended)

- Use an **airless sprayer** with a recommended **tip size of 0.015"–0.021"**.
- Keep the **nozzle 10–12 inches** away from the surface.
- Apply in **overlapping, even coats** to avoid uneven coverage.

## 4. Drying & Recoating

- **Drying time:** 30 minutes to 2 hours, depending on humidity and temperature.
- **Recoating time:** Typically 2–4 hours, but check the manufacturer's guidelines.
- Ensure the primer is **fully dry** before applying the topcoat to prevent peeling or poor adhesion.

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## 5. Clean-Up & Storage

- Clean tools **immediately** with warm, soapy water.
- Store the primer **in a cool, dry place**, sealed tightly to prevent drying out.

## Application Restrictions

- Avoid application below 5 deg C and above 40 deg C. Pot life of mixed material will change based on ambient temperature.
- Substrate moisture must be checked prior to application.

## General Terms & Conditions

Users must always refer to the most recent data sheet. Upon request, additional copies will be provided. This technical data sheet is given in good faith and does not guarantee the optimum utility of the product always. The information contained herein is believed to be reliable to the best of our knowledge.

**Color Plus is exempted from all legal liability in case of**