

PRODUCT DESCRIPTION

A premium quality, pigmented primer based on a high performance Styrene Co-polymer that dries to a near matt finish.

It is designed to offer superior alkali resistance, good binding properties and has excellent adhesion to most cementitious and gypsum based substrates. It allows water vapour diffusion and thereby extends the life expectancy of the applied coatings system.

COLOUR RANGE

White only

PACKAGING

1 litre, 5 litre and 20 litre

RECOMMENDED FOR

INTERIOR and EXTERIOR surfaces.

Used as primer on new and previously painted sand/cement plaster, unpainted concrete, gypsum plaster, fairfaced brickwork and fibre cement. Ideal for harsh conditions.

NOT RECOMMENDED FOR

Not suitable for use on wood or metal surfaces.

APPLICATION

PLEASE NOTE: Correct preparation is essential. All surfaces must be sound and prepared in the recommended manner. For more information on surface preparation contact your nearest Paintsmiths store.

Thoroughly stir and apply one coat of Midas Masonry Primer to prepared surfaces using a brush or roller at the stipulated spread rates. Allow to dry before overcoating.

SPREAD RATE

± 7m²/litre

NOTE: The spread rates quoted are approximate and should only be used as a guide as the actual rate will vary depending on the condition and porosity of the substrate.

OVERCOATING TIME

>12 hours

NOTE: It is very important that overcoating times, as set out for the various products, are adhered to and also that the prevailing weather conditions are taken into account. Ambient and substrate temperatures, humidity and wind etc., can influence drying times of all coatings. Performance problems can occur if any of the previous coats have not been allowed to dry properly before being overcoated.

IMPORTANT: To prevent surface contamination, coatings must not be left longer than 48 hours between coats. If environmental or weather conditions have caused surface contamination, all surfaces must be thoroughly washed down before applying the next coating.

CLEANERS/SOLVENTS

Mineral Turpentine

PREVENTING PROBLEMS AND GENERAL INFORMATION

IMPORTANT: All substrates must be dry before painting and should not exceed a moisture content of 10% as measured with a Protimeter Surveymaster Moisture Meter or equal. The ambient temperature must not be below 10°C and not higher than 35°C.

Humidity must not be below 10% and not higher than 85%.

- Newly applied plasters are very alkaline in nature. If a conventional oil-based or alkyd-based primer is applied, it will be 'attacked' by the Alkali (saponification) resulting in a soaping substance forming under the coating and the coating delaminating from the surface.
- The resin in Midas Masonry Primer is very alkali resistant and will not saponify (break down) when used over an alkali substrate.
- Do not apply onto rain dampened plaster.
- Do not dilute the product unless specifically specified.

SHELF LIFE

When filled the product is sterile, and unopened has a shelf life of at least 12 months from the date of manufacture.

ENVIRONMENTAL NOTE

Please note: Disposal of paint containers and/or contents other than in an approved manner may result in contamination of our water ways or the pollution of our environment. Do not clean equipment where water and solvents will enter storm water drains. Please dispose of unused paint and paint containers through an approved recycling scheme or seek advice from our local council about other accepted disposal method. For more information on our environmental policies, enquire in store.

VOC GREEN FILTER

The information herein provided is based upon our current theoretical compositions/calculations, and current data from our raw material suppliers. We thus reserve the right to amend and correct when/if necessary.

FOOTNOTE

The above information is intended as a guide only. Since this product is applied by 3rd parties, Paintsmiths and the manufacturer cannot be held liable for any loss or damage whatsoever relating to application or to the surface to which it is applied. Paintsmiths and the manufacturer reserve the right to make changes at any time, without notice.

MIDAS EARTHCOTE

24 FABRIEK STREET INDUSTRIAL KUILS RIVER 7580

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www.paintsmiths.co.za

TECHNICAL DATA

Viscosity	75 - 80KU
Specific Gravity	1,265 g/ml (±0,05)
pH	N/A
Weight Solids Content	66% (±5%)
Fineness of grind	<40 microns
Volume Solids Content	48% (±5%)
Pigment Volume Concentration	43% (±5%)
Spread Rate	7m ² /litre
Dry Film Thickness	65 microns
Sheen 20°	Matt
Sheen 60°	Matt
Sheen 85°	Matt
(on glass @ 100 microns WFT after 24 hours)	
Surface Dry	<3 hours
Hard Dry	<12 hours
Overcoating	>12 hours
Diluent/Cleaning	Mineral Turpentine
Application Temperatures	>10° <35°
Storage Temperatures	>5° <35°
Shelf Life in unopened containers	12 months
Drying Mechanism	Solvent evaporation
Scrubs	N/A
Vehicle Type	Solvent-based acrylic
Pigment Type	Rutile Titanium
Application	Brush or roller

All tests are performed at 23°C and 50% relative humidity.

Contact your nearest store for Technical Advice should you require any further information.

Safety Datasheets are available on request.

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