

METAL ETCH PRIMER

MIDAS

FEBRUARY 2026 / V2

PRODUCT DESCRIPTION

A PVB resin-based primer which dries to a slight sheen finish having very good adhesion and opacity. Suitable for use on mild steel and galvanized iron. Widely used for painting indoor braais and fireplaces.

COLOUR RANGE

Black, Red Oxide and White.

PACKAGING

1 litre, 5 litre and 20 litre metal tins.

RECOMMENDED FOR

INTERIOR and EXTERIOR surfaces.

Used as a primer on ferrous and galvanised metal surfaces. Due to its resin type and acid content, it has excellent adhesion properties to correctly prepared steel. Whilst overcoating is recommended, it is often used as a primer and finishing coat for metal furniture, railings, braai's etc.

NOT RECOMMENDED FOR

Not suitable on uncleaned galvanized iron.

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 a minimum of 1 coat of Metal Etch Primer to correctly prepared surfaces using a brush, roller or spray at the stipulated spread rates. Allow to dry before overcoating.

SPREAD RATE

7 - 10m²/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

>2 hours

NOTE: It is essential to adhere to overcoating times, as specified for our various products. Prevailing weather conditions must be considered as ambient and substrate temperatures, humidity and wind etc., will influence drying time. 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

Wipe excess paint from brushes, rollers and spray equipment using an absorbent cloth before washing with water.

PREVENTING PROBLEMS AND GENERAL INFORMATION

IMPORTANT: Walls (cement plaster, concrete or masonry) 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%.

- Excessive application thickness and/or rapid drying could lead to mud cracking.
- Avoid applying under adverse weather conditions as this could result in poor product performance.
- Always keep a wet edge and avoid downing tools during application to prevent lap marks and variances in colour or texture.
- Work from corner to corner, or from a natural cut off point to another.
- Do not attempt touch ups but redo complete panels.

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

021 931 3131

www.paintsmiths.co.za

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TECHNICAL DATA

	<u>Red Oxide</u>	<u>Black</u>	<u>White</u>
Viscosity	60 - 65" Ford Cup No. 4	60 - 65" Ford Cup No. 4	60 - 65" Ford Cup No. 4
Specific Gravity (±0,05)	0,921	0,896	0,934
pH	N/A	N/A	N/A
Weight Solids Content (±5%)	21%	19%	22%
Fineness of Grind	<20 microns	<20 microns	<20 microns
Volume Solids Content (±5%)	12%	12%	12%
Pigment Volume Concentration (±5%)	19%	17%	25%
Spread Rate		7 - 10m ² /litre	
Dry Film Thickness	@ 7m ² /litre	18 microns/coat	
	@ 10m ² /litre	12 microns/coat	
Sheen 20°		N/A	
Sheen 60°		N/A	
Sheen 85°		N/A	
(on glass @ 100 microns WFT after 24 hours)			
Surface Dry		<30 minutes	
Hard Dry		<2 hours	
Overcoating		>2 hours	
Diluent/cleaning		Metal Etch Thinners	
Application Temperatures		>10°C <35°C	
Storage Temperatures		>5°C <35°C	
Shelf Life in unopened containers		12 months	
Drying Mechanism		Solvent evaporation	
Application		Brush, roller or spray	

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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