

MIDAMAX 200 WHITE

FEBRUARY 2026 / V3

PRODUCT DESCRIPTION

An environmentally friendly, easy to apply, good quality Matt Acrylic emulsion for use as an interior/exterior finishing coat or interior primer. It offers excellent hiding power and has good grain filling properties. Some burnishing may occur due to the scrubbing mechanically affecting the surface profile.



COLOUR RANGE

White only.

PACKAGING

1 litre, 5 litre and 20 litre

RECOMMENDED FOR

INTERIOR and EXTERIOR surfaces.

Used as interior primer for new or previously painted sand/cement plaster, concrete, fairfaced brickwork, gypsum boards (suitably primed when new) and building boards. Also used as an economical finishing coat for interiors and ceilings, as well fibre cement.

NOT RECOMMENDED FOR

Not suitable for areas of high traffic or humidity.

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.

After the correct surface preparation has been completed apply the necessary primer coat.

Then thoroughly stir and apply a minimum of two coats of Midas Midamax 200 White to prepared surfaces using a brush, roller or spray at the stipulated spread rates. Allow to dry before overcoating.

SPREAD RATE

±8m²/litre/coat

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

>6 hours

NOTE: It is very important that over coating 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

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.
- Always keep a wet edge and avoid downing tools during the application process 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.
- Whilst medium quality products may be suitable for exterior use, higher quality products will offer superior performance.

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 methods. 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 Dekro cannot be held liable for any loss or damage whatsoever relating to application or to the surface to which it is applied. Paintsmiths and Dekro reserves the right to make changes at any time, without notice.

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TECHNICAL DATA

Viscosity	115 - 120KU
Specific Gravity	1,560g/ml (±0,05)
pH	8.5 - 9.0
Weight Solids Content	62% (±5%)
Fineness of grind	Smooth
Volume Solids Content	40% (±5%)
Pigment Volume Concentration	76% (±5%)
Spread Rate	8 m²/litre/coat
Dry Film Thickness	47 microns
Sheen 20°	Matt
Sheen 60°	<5%
Sheen 85°	5 - 8%
(on glass @ 100 microns WFT after 24 hours)	
Surface Dry	<1 hour
Hard Dry	<4 hours
Overcoating	>6 hours
Diluent/Cleaning	Water
Application Temperatures	>10° <35°
Storage Temperatures	>5° <35°
Shelf Life in unopened containers	12 months
VOC level	Zero VOC <1 g/litre*
Drying Mechanism	Water evaporation followed by coalescence
Scrubs	N/A
Vehicle Type	Styrene Acrylic
Pigment Type	Rutile Titanium
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.

* This VOC value is determined on the untinted base. However, as Paintsmiths use ZERO VOC stainers for all their tinting, the VOC contribution from these is minimal and will vary from colour to colour

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