

PRODUCT DESCRIPTION

An economical, solvent-based Styrene Acrylic Co-polymer designed to offer good penetration to most cementitious substrates. It binds the surface to give a solid base for most decorative finishing coats.

COLOUR RANGE

White only.

PACKAGING

1 litre, 5 litre and 20 litre

RECOMMENDED FOR

INTERIOR and EXTERIOR surfaces.

Suitable as a primer for all plastered and gypsum surfaces.

NOT RECOMMENDED FOR

Not suitable for areas of high humidity and in close proximity to the sea.

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 1 coat of Plaster Primer White to prepared surface 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

>16 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

Mineral Turpentine

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%.

- Do not apply to damp or wet surfaces.
- Do not dilute the product unless specifically specified.
- It is essential that this product is well-stirred before use. Failure to do so may result in the product pulling off the surface when being applied by roller.

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.

PLASTER PRIMER WHITE

MIDAS

FEBRUARY 2026 / V3

TECHNICAL DATA

Viscosity	90 - 95KU
Specific Gravity	1,251 g/ml (±0,05)
pH	N/A
Weight Solids Content	53% (±5%)
Fineness of grind	<20 microns
Volume Solids Content	37% (±5%)
Pigment Volume Concentration	48% (±5%)
Spread Rate	7m ² /litre
Dry Film Thickness	52 microns
Sheen 20°	Matt
Sheen 60°	Matt
Sheen 85°	Matt
(on glass @ 100 microns WFT after 24 hours)	
Surface Dry	<4 hours
Hard Dry	<16 hours
Overcoating	>16 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.

* 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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