

# WB INTERIOR PLASTER PRIMER

MIDAS  
**ENVIROLITE**

FEBRUARY 2026 / V3

## PRODUCT DESCRIPTION

An environmentally friendly, economical, water-based plaster primer which is moderately alkali resistant and provides a suitable base for subsequent emulsion coatings.

## COLOUR RANGE

White only.

## PACKAGING

1 litre, 5 litre & 20 litre plastic buckets

## RECOMMENDED FOR

INTERIOR only.

Used as a primer on masonry, plaster and concrete surfaces. Good adhesion has also been achieved on gypsum surfaces, however due to the varying and difficult nature of the substrate we recommend a trial be conducted before use.

## NOT RECOMMENDED FOR

Not suitable for use on metal wood or floors.

## 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 WB Interior Plaster Primer to correctly prepared surfaces using a brush, roller or spray at the stipulated spread rates. Allow to dry before overcoating.

## SPREAD RATE

±8m<sup>2</sup>/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 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.

## 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

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021 931 3131

[www.paintsmiths.co.za](http://www.paintsmiths.co.za)

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## TECHNICAL DATA

|                                             |                                           |
|---------------------------------------------|-------------------------------------------|
| Viscosity                                   | 100 - 105KU                               |
| Specific Gravity                            | 1,480 (±3%)                               |
| pH                                          | 8.5 - 9.0                                 |
| Weight Solids Content                       | 61% (±3%)                                 |
| Fineness of Grind                           | <30 microns                               |
| Volume Solids Content                       | 42% (±3%)                                 |
| Pigment Volume Concentration                | 61% (±3%)                                 |
| Spread Rate                                 | 8m <sup>2</sup> /litre/coat               |
| Dry Film Thickness                          | 53 microns                                |
| Sheen 20°C                                  | N/A                                       |
| Sheen 60°C                                  | N/A                                       |
| Sheen 85°C                                  | N/A                                       |
| (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                                 |
| Drying Mechanism                            | Water evaporation followed by coalescence |



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 Midas 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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