



# Maxiprime

Primer for many of the Duramax Texture Coatings

## PRODUCT DESCRIPTION

Maxiprime is a water-based, penetrative primer which enhances the adhesion of subsequent acrylic and other water-based coatings in our range.

## USAGE/PURPOSE

Internal and external surface primer for products in our range.

## FEATURES & BENEFITS

- Water based.
- Excellent adhesion to prepared surfaces.
- Enhances adhesion of subsequent coatings.
- Controllable water vapour permeability.
- Ease of application.
- Environmentally friendly.
- Non-combustible.
- Can be tinted.

## PACKAGING

15L Pail.

## COLOUR

The product is available untinted milky white.

## SHELF LIFE

12 months in unopened container, best used within that period.

## STORAGE

Store in cool dry areas. Protect product from excessive heat, frost and container damage.

## LIMITATIONS

- NOT suitable for use on metal, non-porous surfaces, shiny or very smooth concrete, glazed tiles, marble, terrazzo.
- NOT a vapour barrier. For exposed areas such as roofs or where there is a risk of entrapped moisture in the surface which can cause the membrane to bubble

## COVERAGE/YIELD

Coverage rate varies depending upon type, condition, porosity, texture of the surface and application technique.

Apply Maxiprime at the following rates:

### Untinted:

- Undiluted: 6m<sup>2</sup> to 8m<sup>2</sup> per litre per coat, usually applied in one coat.
- Diluted with the addition of up to 30% clean water: ± 14 m<sup>2</sup> per litre per coat usually applied in one coat.

### Tinted:

- Apply undiluted at 6m<sup>2</sup> to 8m<sup>2</sup> per litre per coat, usually applied in one coat.
- Note: Dilution of tinted Maxiprime will affect and change the colour.



## SUITABLE SURFACES

- Off from Concrete.
- Render.
- CSR Hebel, FC Sheeting.
- Harditex Sheeting.
- Concrete Block Work, Brick and Plaster Board.
- Particle Board, Chip Board that complies with AZ/NZS 1859.1
- Surface imperfections must be fixed or patched with Maxijoint or Maxicrete prior to the application of Maxiprime.

## SURFACE PREPARATION

- Good preparation is essential. Surfaces must be sound, stable, dry, clean, and free of dust, loose, flaking, friable material and substances that may diminish adhesion.
- Cracks, gaps and joints should be prepared using Maxijoint or Maxicrete and finished flush with the surface in accordance with good painting practice. Refer to Product Data Sheets.

## PRIMING

Self-priming.

## APPLICATION

- Apply Maxiprime by brush, roller or spray.
- Do not apply if rain or frost is imminent or likely during the product curing time.
- Application Experience: We recommend that the product is applied by person with the appropriate skills and experience for the type of product. The acceptability of the surface is the responsibility of the applicator.

## CURING

Drying and curing of the product is determined by type, dryness, porosity of the surface, temperature, humidity, ventilation, climate conditions and application technique (Therefore drying and curing can only be given as a guide).

- Touch Dry: 1 to 2 hours
- Hard Dry: 12 to 24 hours

## CLEAN UP

Very difficult on porous surfaces as is a penetrative product, on other surfaces clean with water. Ensure product does not enter the drains.



## SPECIFICATION

The information contained in this product data sheet is typical but does not constitute a full specification as conditions and specific requirements may vary from project to project. The instructions should be considered as a minimum requirement. The applicator or contractor must use their skill, knowledge, and experience to carry out additional works as may be necessary to meet the requirements of the project. Specification for specific projects should be sought from the company in writing.

## HEALTH & SAFETY PRECAUTIONS

The use of gloves and goggles is recommended when applying Maxiprime. When spraying avoid breathing spray mist. Product may irritate skin, eyes and respiratory organs. If on skin remove contaminated clothing and wash with soap and water. Do not use solvents. If in eyes flush thoroughly with clean water, holding lid open to ensure any trapped product maybe flushed away. If inhaled remove person to fresh air and apply artificial respiration if required. Seek medical attention. If swallowed give water to drink and seek medical advice.

The Safety Data Sheet (SDS) must be read and understood prior to use.

## CONDITIONS OF USE AND DISCLAIMER

The information contained in this TDS is given in good faith based upon our current knowledge and does not imply warranty, express or implied. The information is provided and the product is sold on the basis that the product is used for its intended purpose and is used in a proper workmanlike manner in accordance with the instructions of the TDS in suitable and safe working conditions. Under no circumstances will the Company be liable for loss, consequential or otherwise, arising from the use of the product.

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