



Technical Data Sheet

## ChromoWall Primer

### Latex Primer Sealer | Water borne (Exterior/Interior)

This is a water-thinnable, economical primer sealer formulated with a vinyl versatate acrylic copolymer emulsion. Suitable for both interior and exterior applications, it can be overcoated with nearly all products from the Chromo decorative range of intermediates and topcoats.

After proper surface preparation, this product can be applied directly to new or aged plaster, cement, concrete blocks, brick, gypsum board, asbestos cement sheeting, and similar substrates.

#### Key Features

- For interior & exterior surfaces.
- Good adhesion.
- Good opacity.
- Good flow & drying properties.
- Almost odourless.
- Alkali resistant properties.
- Good penetrating properties.
- Easy to apply.
- Water vapour permeable.

#### Application Data Summary

For full details on application procedures, equipment, and safety precautions, please refer to the application instructions provided with the shipment. As with all paints and coatings, ChromoWall Latex Primer Sealer should be applied as recommended to ensure maximum performance.

#### Surface Preparation

Neutralize the surface if required. Remove all loose or friable materials, smooth uneven areas, and de-dust thoroughly. Degrease and eliminate any surface contaminants before application.

#### Application Equipment

- **Airless Spray:** Use standard airless spray; dilute with water if needed for an even spray.
- **Conventional Spray:** Use industrial spray equipment with separate air and fluid regulators; add water if needed.
- **Brush / Roller:** For touch-ups.
- **Mixer:** Use a power mixer with an air motor or explosion-proof electric motor.

## Physical Data

<b>Solid Content</b>	35.02% (ASTM D 2697)*
<b>Finish</b>	Texture Fine
<b>Spreading Rate @ 25 microns DFT</b>	14.0 m <sup>2</sup> /Lt
<small>*Actual spreading rate depends entirely on the condition of the substrate &amp; the thickness, required to overcome irregularities.</small>	
<b>Drying time</b>	To touch: 15 - 20 minutes / To overcoat: 2 Hour (Minimum)
<b>Thinners &amp; cleaners</b>	Sweet water
<b>Application method</b>	Brush, Spray/Roller
<b>Packing size</b>	18 Ltr
<b>Shelf life</b>	12 months
<b>Storage</b>	Out of sunlight
<b>Temperature</b>	5°C upto 40°C.

\*Volume solids is measured in accordance with ASTM-D-2697. Slight variations may occur due to colour and testing variances.

## Application Data

<b>Substrate</b>	New and old plaster, cement, concrete block, brick, gypsum board, asbestos cement sheeting etc
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## Application Procedure

1. ChromoWall Latex Primer Sealer is a single-component product, supplied in 18 L packs.
2. Stir well before use.
3. Dilute with clean water as needed to suit surface porosity and ensure good workability.
4. Dilution rate: up to 50%, depending on conditions, application method, and substrate.
5. Apply at a dry film thickness of 25–50 microns per coat.
6. Ensure proper ventilation during application and drying.
7. Clean tools and equipment with water immediately after use.

## Safety Instructions

1. Ventilate work area.
2. Check to ensure that fire or explosion risks are eliminated.
3. Cover all cuts or wounds.
4. Avoid inhaling or ingesting product. (Use mask and goggles for all spray applications).
5. Cover skin as much as possible.
6. Wash hands regularly. Use suitable soft soap.
7. Protect eyes. If product gets into eyes wash out with water until clear. Seek medical assistance.
8. In the event of accidental ingestion seek immediate medical assistance.
9. Take extra care when using airless spray equipment to avoid accidental injury.

## Quality Assurance and Responsibility

Chromo Building Solutions products adhere to rigorous standards certified by an independently verified management system, ensuring compliance with our quality, environmental, and occupational health and safety standards, as outlined in Chromo Building Solutions ESHQ recommendations.

Properties listed are based on laboratory controlled tests.

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## Statement of Responsibility

The technical information and application advice provided in this Chromo Building Solutions publication are based on our best scientific and practical knowledge. However, given its general nature, we do not assume responsibility for specific product suitability or warranty beyond legal requirements. Users must verify product suitability for their intended use.

## Disclaimer

This technical data sheet offers general application guidance, considering the diverse site conditions and application fields of our products. While based on our knowledge and experience, customers are required to conduct thorough testing for suitability. Any use beyond stated fields of application, without prior consultation with Chromo Building Solutions, and resulting damages, are the sole responsibility of the customer.

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