



## PRODUCT DESCRIPTION

ZURA PRIME weatherproof Exterior Primer is an 100% acrylic water based primer with excellent UV stability properties

## USES

ZURA PRIME Weatherproof Exterior Primer is an exterior wall finish that can be applied on various types of exterior cement plasters, exterior ceilings, concrete etc. Product cannot be applied on surface/substrates that are subjected to continuous seepage and dampness.

## ADVANTAGES

- ▶ ZURA PRIME Weatherproof Exterior Primer is a high performance, long-lasting exterior paint specially formulated to withstand extreme tropical conditions of high rainfall, humidity and heat.
- ▶ Provides excellent resistance against the growth of algae and fungi on the walls.
- ▶ Offers excellent protection against alkali and UV degradation.

## TECHNICAL DATA

Drying Time	Surface Dry time~ 30 minutes
Gloss Levels / Sheen Levels	2 - 8 at 60° GH
Flash Point (IS 101/1987, Part 1, Sec 6)	NA
Stability of Thinned Paint	Use within 24 hrs
Number of coat(s) Recommended	1

## APPLICATION INSTRUCTIONS

### Surface preparation

All surface should be dry and free from contamination such as oil, grease, loose particles, decayed matter, moss, algae growth, laitance, and all traces of mould release oils and curing compounds. This is best achieved by thoroughly surface preparation.

It is essential to produce an unbroken coating of ZURA PRIME water based system. To ensure this is achieved, surfaces containing cracks should first be filled using ZURA CRACKFILL-G/W or ZURASEAL-CS acrylic sealant. Spalled portion with polymer modified mortar using ZURABOND SBR LATEX.

### Priming

ZURA PRIME is a water thinnable acrylic primer coating for external walls. It has excellent water repellent characteristics and hence provides water proofing properties to external walls.

- ▶ Prime the surface with ZURA PRIME diluted with potable water by 40% (1L of primer and 400ml of water) and allow it to dry for 2-3hrs

### Application

In order to obtain good aesthetic finish of the ZURA PRIME water based system, it is important that the correct rates of application and over coating time are observed.

### Mixing

Add maximum of 7-8L clean water to the 20L container and mix thoroughly using a slow speed drill fitted with a paddle.

## APPLICATION

All prepared substrates should be treated with two coats of ZURA PRIME system. The material should be stirred well thoroughly before use. The first coat should be applied generously and worked into all hairline cracks and voids by the use of suitable brushes or rollers to achieve a uniform coating. This coat should be allowed to dry before applying the second coat. Always keep a 'wet edge' to avoid ridging and overspreading. Never stop in the middle of the wall and always complete one wall at a time. The second coat of ZURA PRIME water based system must be applied exactly as detailed above.

ZURA PRIME system can also be spray applied.

# ZURA PRIME

Acrylic, Water Based & Weatherproof Exterior Primer

## COVERAGE

On normal masonry surface by brushing 1 Coat : 10.5 - 11.5<sup>2</sup>mtr/L, 2 Coats : 5.5 - 6<sup>2</sup>mtr/L

## PACKAGING

ZURA PRIME is available in 20L & 4L

## PRECAUTIONS & LIMITATIONS

- ▶ Do not apply when ambient temperature is less than 10°C or if the temperature might drop to this level within 4 hrs of application
- ▶ Do not over thin or over extend the brush
- ▶ Ensure that horizontal surfaces like top of windows, ledges etc. are painted with 3 coats for greater protection
- ▶ Stir well and strain before use

## SHELF LIFE

18 months from date of manufacture in an unopened condition and away from direct sunlight, excessive heat.

## HEALTH & SAFETY

ZURA PRIME is toxic and should not be swallowed or allowed to come into contact with skin and eyes. Wear suitable protective gloves and goggles. Splashes on the skin should be removed with water. In case of contact with eyes rinse immediately with plenty of water and seek medical advice. If swallowed seek medical attention immediately - do not induce vomiting.

### Fire

ZURA PRIME is acrylic & water based & non-flammable but should be stored away from combustible materials.

**Important:** It is the Customer's responsibility to satisfy themselves by checking with the Company whether the information is still current at the time of use. The customer must be satisfied that the product is suitable for the use intended. All products comply with the properties shown on current Technical Literatures. However, **Prozura Construction Chemicals Pvt. Ltd.** does not warranty or guarantee the installation of the products as it does not have any control over installation or end use of the product. All information and particularly the recommendation relating to application and end use are given in good faith.

PROZURA/27/02/2019



### ProZura Construction Chemicals Pvt. Ltd.

📍 First Floor, Hague Building, 9 Sprott Road, Ballard Estate, Fort, Mumbai-400 001, (MH)  
☎ +91 91520 94840 ✉ info@prozura.com 🌐 www.prozura.com