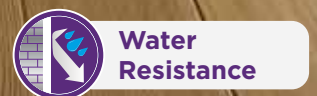


DEEWARON PE NO NAMAK, ONLY PREMIUM CHAMAK!

**BIRLA WHITE SALT BLOCK
ANTI-EFFLORESCENCE PUTTY**



**Salt
Formation**



ABOUT THE PRODUCT

BIRLA WHITE SALT BLOCK ANTI-EFFLORESCENCE PUTTY

An advanced white cement-based putty, Birla White Salt Block Anti-Efflorescence Putty tackles one of the most common and persistent wall problems: efflorescence.

A common household occurrence, efflorescence is the formation of white, powdery deposits on walls that occur due to the loss of moisture upon exposure to air.

Formulated with high-performance additives and active German-based silicon polymers, Salt Block creates a strong, durable base that resists salt migration, locks in moisture, and protects against surface damage, ensuring superior whiteness.



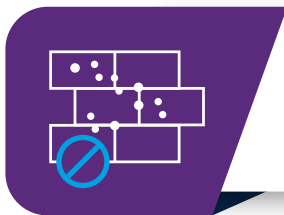
INNOVATION NEVER STOPS.

When a category stands still, Birla White moves forward. That's why we went the extra mile to formulate, research, design and develop a product that tackles efflorescence - one of the most common issues walls face in Indian households.

With innovation in our core and a commitment to make Indian homes healthier and safer, we are proud to revolutionise the market with Salt Block Anti-Efflorescence putty.

A product that addresses a real and pressing need for consumers, contractors, and painters alike, Salt Block Anti-Efflorescence putty reinforces Birla White's promise of advanced solutions that enhance wall durability and extend the life of homes, setting a new standard for the industry.

SALT BLOCK ANTI-EFFLORESCENCE PUTTY IS ENGINEERED TO



Actively resist salt migration



Resist moisture-related wall damage



Deliver lasting and superior whiteness



Offer 1 Year Warranty

THERE'S NOTHING ELSE LIKE BIRLA WHITE SALT BLOCK



Anti-Efflorescence Protection

Its special formulation blocks salt, controls moisture loss and prevents white patches, stains, and peeling. This all-round protection keeps walls stronger and protected for longer.



High Water Resistance

Active German-based silicon polymers are added to the composition to form a protective barrier that keeps moisture locked in, stopping the formation of a white powdery layer on walls. It also protects against seepage and other external weather impacts.



Highest Whiteness

For brighter and whiter walls, Salt Block combines unique wall protection with a high-performance putty layer, delivering lasting strength and finish. It has all the makings to keep your walls brighter and your home more beautiful.



1-year warranty

The only putty in the industry with an efflorescence warranty, Salt Block offers 1-year assured protection while keeping your walls fresh and new.

OTHER KEY BENEFITS INCLUDE



Improves paint adhesion



Easier, faster application



Non-combustible, weather-resistant



Smoother, glossier finish



Crack-resistant



Eco-friendly with no odour



Strong surface base



No curing needed



Spray machine compatible

TECHNICAL SPECIFICATIONS

S.NO.	TECHNICAL PARAMETERS	SPECIFICATIONS
1.	*Coverage: 2 coats (Sqft/Kg)	17 - 20
2.	Pot life (Hours)	Approx. 3 - 3.5
3.	Tensile strength @ 28 days (N/mm²)	≥1.0
4.	Water Capillary Absorption(ml), 30 min @ 28 days	≤0.05
5.	Bulk Density (g/cm³)	0.9 to 1.0
6.	Mixing Ratio (per kg)	360-380ml
7.	Compressive Strength	≥ 5.5 N/ mm²
8.	Fire Classification	Non-combustible
9.	Storage life	12 months from manufacture in dry & Sheltered conditions

**Actual covering capacity may vary depending upon the surface conditions (texture, roughness & porosity), application conditions (painter skills & application method) and external factors (temperature, wind velocity, etc.)*

TRUSTED BY PROFESSIONALS.

Exclusive painter offer:

₹180 CASH + ₹20 LOYALTY

with every 40kg pack purchase!



WARRANTY BACKED PUTTY

- 1 Industry-first:** The only putty in the industry to offer warranty.
- 2 Unmatched Assurance:** Comes with an exclusive 1-year efflorescence warranty.

FULLY AUTOMATED TWO-LAYER SEAL PACKAGING

Designed for excellence, Saltblock comes in a fully automated, two-layered sealed pack that protects the product from external contaminants and maintains its premium quality.

WHY IT MATTERS



Dust-Free

Ensures pure, uncontaminated putty every time.



Moisture-Free

Prevents lump formation and maintains consistency.



Zero Material Spillage

Prevents material loss during storage and handling.



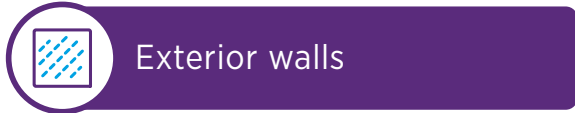
12 Months Shelf Life

Long-lasting usability without compromise.




APPLICATION GUIDE ON DIFFERENT AREAS/SURFACES


Birla White Salt Block Anti-Efflorescence putty can be applied to different surfaces, like




GENERAL APPLICATION PROCEDURE




SURFACE PREPARATION
As first steps, ensure the surface is firm, clean and free from dust. Make sure that there are no fungus patches or salt deposits on or near the area of application.




PRE-WETTING
Pre-wet the surface thoroughly. Note that for the product to work effectively, the wall must remain moist throughout the application.



MIXING
Mix 1kg of putty with 360-380 ml of clean water. It is recommended to use a mechanical stirrer to achieve a creamy paste.



APPLICATION
Apply the first coat uniformly. After drying, gently smooth and apply the second coat. Please note that the maximum total thickness must be maintained at around 1.5 mm after 2 coats.



DRYING
Allow the surface to dry completely before applying primer and topcoat paint.

SUBSTRATE PREPARATION

NEWLY PLASTERED SURFACE/SUBSTRATE

New plaster must be cured for at least 28 days before the application of Salt Block Anti-Efflorescence putty. Ensure that the surface is firm. In the presence of dirt, dust, sand particles, or fungus present on the surface, wash thoroughly using water and a wire brush/putty blade to remove them.

OLD PAINTED SURFACE/SUBSTRATE

- Use a scraper, wire brush, or suitable sandpaper to remove any flaking or peeling paint, dust, dirt, and debris. For glossy or nonporous surfaces, use sandpaper to give the surface a rough finish.
- Remove any traces of fungus using water and a wire brush/suitable emery paper/putty blade.
- After cleaning the surface, use Birla White CRACKEND Crack filler to fill the cracks.
- If the cementitious substrate is weak, the surface must be removed and repaired using Birla White LEVELPLAST.

EFFLORESCENCE CONTAINING SURFACE/SUBSTRATE (BOTH OLD & NEW CONSTRUCTION)

- Before efflorescence cleaning, first remove flaking or peeling paint, dust, dirt, and debris with the help of a scraper, wire brush, or suitable sand/emery paper.
- Clean the surface with a mild acidic solution (1-part Hydrochloric acid and 10-part water) or efflorescence remover to dissolve and remove the salt deposits. Apply the mild acidic solution or efflorescence remover on the affected area gently using a brush.
- After removing the efflorescence deposits, thoroughly rinse the area with clean water to eliminate any acid residue during the cleaning process.
- After cleaning the surface, use Birla White CRACKEND Crack filler to fill up to 5-7mm cracks.
- If the cementitious substrate is weak, the surface must be removed and repaired using Birla White LEVELPLAST.

Please note: Any moisture, leakage, dampness, seepage or water ingress issues on the site/surface must be treated before the application of Salt Block Anti-Efflorescence putty. For the best surface condition, Birla White SEEPGUARD Waterproofing is recommended to treat moisture, leakage, dampness, seepage or water ingress issues.

PRE-WETTING OF THE SUBSTRATE

Pre-wetting before the application of Salt Block Anti-Efflorescence putty provides the best smoothness, workability, coverage, and higher bond strength with the substrate. Pre-wetting can be done by brushing, using a hosepipe spray, or spreading water with a mug/cane.

MIXING OF SALT BLOCK ANTI-EFFLORESCENCE PUTTY

1

Slowly add 1 kg of Salt Block Anti-Efflorescence putty with 36-38% clean water (1 kg putty + 360- 380 ml water) to make a paste. Do not add the anti-efflorescence putty directly into water.

2

Mixing should be carried out preferably with a mechanical stirrer for up to 3-5 minutes to obtain a creamy consistency.

3

Leave the paste for 5 minutes after thorough mixing to get the best results. The prepared paste should be used within 3 to 3.5 hrs.

APPLICATION METHODS ON THE SUBSTRATE/SURFACE

1

After thorough mixing, apply the Salt Block Anti-Efflorescence putty's first coat on the pre-wetted wall/substrate surface uniformly with a putty blade. Ensure that the substrate surface temperature is not over 40 degrees centigrade.

2

After drying the first coat of putty, rub the surface gently with a wet sponge or putty blade to remove any loose particles.

3

Allow the surface to dry for at least 3-4 hours and then apply a second coat of Salt Block Anti-Efflorescence putty.

4

Leave the surface to dry for 24 hours or more, depending on weather conditions. Only then apply primer and topcoat paint/distemper.

5

It is not recommended to rub the putty surface of the final coat strongly with rough emery paper, as it breaks the efflorescence properties of Salt Block Anti-Efflorescence putty. If there is a need to remove unevenness/patches, level the surface with very fine emery paper of at least 500 grit.

6

The total thickness of both coats must be limited to a maximum of 1.5 mm.

Please note: After the complete application of Salt Block Anti-Efflorescence putty, there must not be any leakages from either side of the wall due to external factors.

DOS & DON'TS

Do's

- Before application, ensure that the surface is clean, and any loosely adhered material is removed
- Always pre-wet the surface before application
- Mix thoroughly to achieve uniform consistency
- Use the prepared mix within 3-3.5 hours
- Always add acid to water to prepare an acidic solution, and not the other way around.
- Wear safety goggles during application. In case of contact with the eyes, immediately wash with plenty of water and seek medical advice.
- It is recommended to wear a suitable nose mask during sanding & surface preparation to avoid dust inhalation
- If irritation develops or persists with the skin, immediately wash the skin with plenty of water. Get medical attention immediately if required
- Ensure that after the final coat application of Salt Block Anti-efflorescence putty, the primer and the topcoat paint/distemper are applied within 30 days
- Store in a cool and dry place

Don'ts

- Do not add more water than recommended
- Do not apply to damp, leaking or moisture-affected surfaces
- Do not apply when surface moisture exceeds 12%
- Do not strongly rub the final coat with rough emery paper
- Do not consume Salt Block Anti-Efflorescence putty. In case of ingestion, seek immediate medical attention
- Do not keep Birla white Salt Block Anti-Efflorescence putty within the reach of children



SALT BLOCK

ANTI-EFFLORESCENCE PUTTY



**TO KNOW MORE PLEASE
SCAN THE CODE**

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