

## PRIMACOAT PRIMER



## ACTIVCOAT PRIMER



**Birla White - A unit of UltraTech Cement Limited**

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# PUTTY AUR PRIMER WHITEST, TOH DEEWAREIN HO BRIGHTEST!



**BIRLA WHITE PUTTY**

**BIRLA WHITE PRIMER**



## TECHNICAL SPECIFICATIONS

TECHNICAL PARAMETER	SPECIFICATION	
	ACTIVCOAT PRIMER	PRIMACOAT PRIMER
Coverage (on Ideal smooth surface)*		
a. With Birla White Putty as base	110-130 Sq.Ft/Ltr/ Coat	110-140 Sq.Ft/Ltr/ Coat
b. Without Birla White Putty as base	160-200 Sq.Ft/Ltr/ Coat	200-230 Sq.Ft/Ltr/ Coat

	ACTIVCOAT PRIMER & PRIMACOAT PRIMER
Drying time (surface dry)**	30 minutes
Stability of thinned paint	Use withing 24 hrs
Thinning	100% by volume with water
Overcoatability (drying time to recoat)	4-6 HRS @27° ±2° C & RH 60 ± 5%
Post application instructions	Apply finishing coat within 30 days of primer application
Shade Range	White Shade
Packaging	1 ltr, 4 ltrs, 10 ltrs, & 20 ltrs
Safety features	Non-Flammable
Recommended Thinner	Water
Method of application	Spray, brush or roller after suitable dilution
Shelf life	3 years from date of manufacture in original tightly closed containers away from direct sunlight and excessive heat.
Recommended surface	Exterior cement plasters, exterior ceilings, asbestos sheet, concrete, etc. as a primer

\*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.)

\*\*Actual drying time may vary depending on climatic condition

## THE BEST JODI FOR THE BRIGHTEST WALLS!

**BIRLA WHITE PUTTY AND PRIMER OFFERS** superior adhesion between the wall surface and the primer,



an edge that is absent in the acrylic primers.



## ACTIVCOAT

Birla White ActivCoat Primer is a white cement-based liquid primer. It provides better opacity and whiteness than acrylic wall primers bringing out the true tone of paint.



WHITEST  
FINISH



HIGHER  
COVERAGE



BETTER  
OPACITY



## PRIMACOAT

Built on white cement strength, India's first liquid primer ensures stronger grip and a finish that stays beautiful for years.



BRIGHTEST  
SURFACE



STRONGER  
ADHESION



SUPERIOR  
SMOOTHNESS



## INTERIOR

It can be applied on all types of surfaces like interior cement plasters, interior ceilings, interior wall putty surface, etc.



### Step 1: Surface Preparation

Sand surface with emery paper no. 180 and ensure the surface is clean.



### Step 2: Primer

Mix Birla White Primer with water in 1:1 ratio. Apply single coat by brush/roller and allow it to dry for 3-4 hours.



### Step 3: Putty

Smoothen surface with two coats of Birla White Wall Putty. Allow it to dry for 10-12 hours & sand with emery paper no. 320.



### Step 4: Primer

Apply second coat of Birla White Primer. Allow it to dry for 3-4 hours. If required, sand with emery paper no. 320. Apply topcoat.

## EXTERIOR

It can be applied on all types of surfaces like exterior cement plasters, exterior ceilings, asbestos sheet, concrete etc.



### Step 1: Surface Preparation

Ensure surface is clean and free from any loose paint, dust, grease, fungi, etc. Smoothen surface imperfections such as holes, dents & fine cracks with Birla White Wall Putty.



### Step 2: Mixing

Mix Birla White Primer with water in 1:1 ratio.



### Step 3: Application

Apply single coat of Birla White Primer by brush/roller and allow it to dry for 3-4 hours. Apply topcoat.