

PRIMEX

Multi-surface Primer and Topcoat

Duram PrimeX is a water-based primer and topcoat in one that can be applied direct onto multiple substrates, with extreme adhesion to ceramic tiles, Melamine Masonite, Formica, aluminium, galvanized iron, glass, PVC, wood, mdf, cement and enamel paint.



PRODUCT USES

- For interior and exterior use.
- Primer and topcoat for direct application onto difficult substrates.
- Ceramic tiles.
- Melamine, Masonite and Formica.
- Aluminium and galvanized iron.
- Glass and PVC.
- Wood and MDF.
- Cement plaster, fibre-cement and concrete, brickwork and composite boards.
- Enamel paint, varnish and polyurethane.

USES	✓ CERAMIC TILES	✓ GLASS & PVC
	✓ MELAMINE & FORMICA	✓ WOOD & MDF
	✓ ALUMINIUM	✓ CEMENT
	✓ GALVANIZED IRON	✓ ENAMEL PAINT

ADVANTAGES

- Dual Action - cross-linking primer and protective topcoat in one.
- Direct application to multiple and difficult substrates.
- Optimum coverage, obliteration and adhesion.
- Hardwearing - scratch, stain, UV- and weather-resistant.

SURFACE PREPARATION

Ensure all substrates are thoroughly clean, sound, dry and free from any contaminants such as dirt, rust, salt deposits, algae, fungi, oil, grease and loose, flaking paint.

NEW SURFACES

- **Ceramic tiles**, Melamine, Masonite, Formica, glass and PVC: Sand lightly and dust off. Repair loose tile grout.
- **Cement plaster, fibre-cement, concrete, brickwork and composite boards**: The moisture content must be less than 10% or have aged for at least 28 days.

- Water-based - low odour, water clean up and quick drying which means rapid re-entry into room after painting.
- Excellent flow and levelling for a smooth, medium sheen finish.
- Low VOC.
- Low splatter and easy application with brush, roller or spray.
- Saves time and labour.
- Can be topcoated with oil- and water-based Duram decorative paints if required.

FINISH

- Medium sheen

m² COVERAGE

- 2 coats @ 8 - 10m²/litre per coat. Depending on surface conditions.
- Highly porous surfaces require an additional coat.
- Wet film thickness: 70-90 microns per coat.
- Dry film thickness: 30-35 microns per coat.

Approximate m ² coverage per pack size. Based on two coats.	
1 L = 4.5m ²	5 L = 22.5m ²

- **Wood and MDF:** Treat imperfections with the appropriate filler and all knots must be treated with a suitable knotting sealer. Loose and brittle material must be brushed or sanded off. Sand wood in the direction of the grain to ensure a smooth finish. Dust off thoroughly.
- **Galvanized iron:** Clean substrate with *Duram NS2 Galvanized Iron Cleaner* as per instructions.
- **Aluminium:** Sand or abrade surface and dust off. Clean substrate with *Duram NS2 Galvanized Iron Cleaner* as per instructions. Apply a test patch of *Duram PrimeX*. Check adhesion of the coating by cutting a small X in the coating using a utility knife. Firmly apply a piece of packaging tape over the centre of the X cut, then pull off with a fast snap. The adhesion is suitable if no significant coating is removed beyond the X cut. If the coating fails this test, then additional surface preparation is required.

PREVIOUSLY PAINTED SURFACES

- **Sound surfaces:** Sand Enamels, Varnishes and Polyurethanes to a matt finish and dust off. Rinse and allow to dry.
- **Flaking surfaces:** Remove loose, flaking paint completely with a wire brush, sandpaper or high pressure cleaner. Rinse and allow to dry.



APPLICATION

- Stir *Duram PrimeX* well using a flat paddle.
- Thinning is not recommended. If required for spraying, use water to a maximum of 5 - 10% of product by volume.
- Apply two coats evenly with a brush or roller using long, smooth strokes. A short nap roller is recommended for smooth surfaces and a long nap roller for rough surfaces. For airless spray use 17, 19 or 21 thou nozzle sizes.
- Highly porous surfaces require an additional coat.
- Drying time between coats: 4 - 6 hours. Plus 6 hours in cold weather. Sand lightly between coats.
- Full cure: 72 hours depending on temperature.
- Follow with a premium *Duram decorative paint* if required within 12 hours to ensure good adhesion to the topcoat.



CLEANING

- Water clean up.



IMPORTANT

- Call our Technical Helpline or visit duram.co.za for queries and updated Datasheets and Material Safety Datasheets.
- Check that paint containers carry the same batch number.
- Take care when lifting and carrying. In transit, keep tightly closed in a secure upright position.
- Whilst every care is taken in manufacture, no warranty is given relating to use.
- Do not mix with Mineral Turpentine.
- Not suitable for floor tiles, heavy wear areas or for mild steel, Rhinolite, or powdery surfaces.
- Do not apply outside if rain is expected. Apply when ambient and surface temperatures are 10°C to 35°C.
- Do not topcoat with epoxies, nitro-cellulose lacquers or two-pack polyurethanes.
- Keep cool and protect against freezing.
- Donate unwanted paint. Dispose contents responsibly - do not empty into drains or watercourses. Recycle empty container.



SAFETY PRECAUTIONS

- *Duram PrimeX* is water-based and is generally safe to use.
- Keep out of reach of children.
- If swallowed: Immediately call a poison centre / doctor.
- If on skin: Wash with plenty of soap and water.
- Use in a well-ventilated area. If experiencing respiratory symptoms: Move person to fresh air. Call a doctor.
- If in eyes: Rinse with water.



SUPPORTING PRODUCTS



Duram NS2
Galvanized Iron Cleaner



YOU MAY ALSO NEED

- Appropriate filler
- Utility knife
- Packaging tape
- Wire brush, sandpaper or steel wool
- Masking tape
- Tape measure and stanley blade
- Drop sheets
- Ladder
- Paint scraper
- Screwdriver or paint can opener
- Flat paddle
- Paint tray lined with foil to save clean-up time
- Good quality brushes for trims, corners and walls
- Good quality roller (short nap roller)
- Airless spray (if necessary)
- Additional utensils/products may be required in the preparation of surfaces.



TECHNICAL DATA

Pack Size	1L & 5L	Overcoating time	Allow at least 6hrs before overcoating depending on the ambient temperature
Binder Type	Blend	Volume solids	±39%
Toxicity	Non Toxic	Application temperature	10°C to 35°C
Finish	Medium Sheen	Shelf Life	2 Years
Density	1,348g/cm ²	Fire Hazard	None
Touch Dry	±1hr depending on ambient temperature	Shelf Life	2 Years
Flexibility	Good	Storage	Cool, dry area below 25°C
Weathering	Good. A maintenance coat is advisable every 4-5 years depending on conditions		



Technical details above are provided in good faith. We believe in the quality of our products and will willingly replace any product in the unlikely event of a quality related performance failure. Whilst we are confident in guaranteeing the quality of our products, we cannot however accept any liability for performance failure due to the incorrect application of our products. Correct application is critical to the successful performance of our products and as this process falls outside of our control we are unable to cover the application under our product performance warranty. Where there are doubts, it is recommended that the user conduct their own suitability tests before use. To retain sheen and colour consistency of your paint, always make sure that the batch numbers are the same on all paint containers that you purchase.
Updated June 2021 (this supercedes all previous publications)