TECHNICAL DATA SHEET

White Alkali Resistant PRIMER

WATER-BASED

INTERIOR & EXTERIOR

ALKALI RESISTANT | EXCELLENT ADHESION | SEALS SURFACE | REDUCES SALT BLEEDING | ENHANCES DURABILITY

Developed by Infinity Effects Materials Science Division

Experience the power of Infinity Effects Exterior White Alkali Resistant Primer. Our revolutionary formula harnesses the strength of a modified acrylic emulsion, specifically designed to combat high alkali levels. By forming a protective shield, our primer prevents the base layer from succumbing to alkali reactions, safeguarding against the bleeding of water soluble salts and the dreaded peeling that follows. Don't let your surface wall suffer the corrosive effects any longer. Embrace our primer to preserve your finish system and elevate the performance of your project to new heights.

Safety is important. Refer to the product labels for general safety information and consult the Material Safety Data Sheets (MSDS) for detailed guidance.

Order your Infinity Effects White Alkali Resistant Primer directly from Infinity Effects or through our global distribution agents. Please note that all Infinity Effects products are sold according to our Standard Conditions of Sale. While we aim to provide helpful advice, we can only guarantee results for uses explicitly confirmed in writing by Infinity Effects and the specified representative.



SURFACE PREPARATION

- Surface must be clean, dry and sound.
- Remove dust, grease, oil, loose paint and other contaminants.
- Ensure previous coats are fully cured and free from defects.
- Do not apply if rain is expected within 24 hours.

APPLICATION

- Use with a roller or spray gun.
- Apply evenly in thin, uniform coats.
- Avoid over application to ensure optimal performance.

DRYING TIMES

- Dried to touch: 2 hours at 25°C = 77°F
- Dried completely: 2 hours at 25°C = 77°F
- Lower temperatures or high humidity will extend drying times.

CLEAN UP

- Clean equipment immediately after use with clean water.
- Do not allow material to dry on tools or equipment.

KEY FEATURES

- Alkali Resistant
- Excellent Adhesion
- Seals Surface
- Reduces Salt Bleeding
- Enhances Durability
- Water-Based & Low Odour
- Easy Application
- Interior & Exterior Use
- Environmentally Friendly
- Ready To Use

SUITABLE FOR

CONCRETE WALLS | PLASTER | MASONRY | BRICKWORK | CEMENT BOARD | EXTERIOR WALLS

PHYSICAL PROPERTIES

Property	Data
Appearance	Liquid, water based, non-flammable
Color	White
Specific Weight	1.35kg/L
pH	8 – 9
Application	Use with a roller or spray gun
Diluent and Dilution Ratio	Add 10 – 15% Water
Temperature for Application	Min. +10°C / max. +30°C = Min. +50°F / max. +86°F
Dried to Touch	2 hours at 25°C = 77°F
Dried Completely	2 hours at 25°C = 77°F
Solid Content	61%
Viscosity	105KU±2
Water Resistance	No abnormality within 96 hours of testing in the laboratory
Alkali Resistance	No abnormality within 48 hours of testing in the laboratory
Crystalline Bloom Resistance	No abnormality within 120 hours of testing in the laboratory
Flooding Salt Resistance	No abnormality within 120 hours of testing in the laboratory

RECOMMENDED SYSTEM

1. Prepare the substrate.
2. Apply White Alkali Resistant Primer.
3. Apply Base Coat or Decorative Coating.
4. Allow to fully cure as per product instructions.
5. Apply Topcoat for enhanced protection and finish.