



# PRIMER PLUS

DS-770-1022

**Globally Proven  
Construction Solutions**



## 1. PRODUCT NAME

PRIMER PLUS

## 2. MANUFACTURER

LATICRETE Europe S.r.l. a socio unico

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## 3. PRODUCT DESCRIPTION

PRIMER PLUS is a ready-to-use, solvent free primer designed to enhance the adhesion of mortars to absorbent substrates. After drying, PRIMER PLUS provides improved adhesion for tile mortars, self-levelling mortars, and cementitious waterproofing by improving surface hardness and reducing water absorption.

### Uses

- For interior and exterior use
- Improve the bond of self-leveling cements, cementitious waterproofing and adhesives for tile.
- Improves surface hardness and reduces water absorption
- Can be applied to the back side of natural stones to reduce water absorption and stains
- Ideal for cement or anhydrite based screeds
- Ideal for cement or gypsum based plaster
- Ideal for wooden substrates

### Advantages

- Ready-to-use – apply with brush or roller

- Improves surface hardness and reduces water absorption
- One-step primer for tile install
- Safe – low VOC emissions and solvent free
- Rapid drying – install tile after 1 hour

### Suitable Substrates

- Concrete
- Cement Plaster
- Cement Mortar
- Poured Gypsum Underlayment
- Gypsum Patches and Underlayment
- Cement Block
- Concrete and Masonry Surfaces
- Cement Backer Board
- Cement fiber board
- calcium silicate board
- Gypsum Wallboard
- Wood
- Natural Stone
- Honed marble

### Packaging

- 4 x 5 kg pail/box
- 25 kg pail

### Approximate Coverage / Consumption

~200g/m<sup>2</sup>

### Shelf Life

Factory sealed containers of this product are guaranteed to be of first quality for one (1) year if stored off the ground in a dry area. High humidity will reduce the shelf life of bagged product.

### Limitations

- DO NOT use in areas subject to moisture.
- When applying primer, protect areas not to be treated.
- Clean any spills promptly with water.
- Use on dry and absorbent substrates only.
- DO NOT apply when ambient temperature or surface is below 5°C or above 40°C.
- DO NOT wait more than 24 hours before tile installation.

- DO NOT allow product to freeze, as it is not frost resistant and must be stored at temperatures at least 5°C, even during transport.

### Cautions

For more information, consult the safety data sheet.

## 4. TECHNICAL DATA



### VOC/LEED Product Information

- Émissions dans l'air intérieur: A+
- GEV EMICODE EC1 Plus

### Applicable Standard

ISO 9001:2015 Quality Management System

### Physical Properties

Basis:	Acrylic polymers in aqueous dispersion
Colour:	White
Flammability:	No
Viscosity:	3 mPA/s at +23°C
Apparent Density:	1,06 kg/dm <sup>3</sup>
pH:	5
Temperature Resistance:	-30° C to +90° C

### Working Properties

Application/Substrate Temperature:	+5° C to +40° C
Drying Time:	~1 hour
Time to Tile:	~1 hour
Time Limitation for Tile Installation:	1 to 24 hours

(at 23°C and 50% relative humidity)

*Specifications subject to change without notification. Results shown are typical but reflect test procedures used. Actual field performance will depend on installation methods and site conditions.*

## 5. INSTALLATION

### Surface Preparation

The substrate must be dry, must be structurally stable and compact, clean, free from contamination, dust, and separating agents.

Remove substances that may act as a bond inhibitor such as oil, wax, asphalt, paint, curing compounds, sealers, old adhesive, etc. by mechanically brushing, abrading, or shot blasting. Abrade calcium sulphate screeds and clean any dust before applying primer.

The moisture content when measured by a carbide hygrometer (CM device) must not exceed:

- 2.0 CM% for cement-based screeds
- 0.5 CM% for calcium sulphate screeds without underfloor heating
- 0.3 CM% for calcium sulphate screeds with underfloor heating
- 1.0 CM% for gypsum-based plaster

### Application

PRIMER PLUS is ready to use; to reduce the absorption of highly absorbent substrates it is possible to dilute it with water up to the ratio of 1: 1. Stir thoroughly before use. Apply a thin, even coat of primer at right angles with a foam or lamb's wool roller or brush. If the substrate is very absorbent (i.e. anhydrite based screed), it is recommended to use a second coat after the first primer coat is dry to touch.

Primer can be applied to the back side of natural stones such as marble or absorbent granite to reduce water absorption and stains. When using for this application, apply primer before installing using the same application procedures described above.

### Drying Time

Wait until the primer is completely dry before proceeding with tile installation; drying time is approximately 1 hour depending on site conditions. Do not wait more than 24 hours before installing tile.

## 6. AVAILABILITY AND COST

### Availability

LATICRETE® materials are available worldwide. For distributor information, please contact LATICRETE Europe S.r.l. a socio unico:

+39 059 535540

[info@laticreteurope.com](mailto:info@laticreteurope.com)

For on-line distributor information, visit [www.laticrete.eu](http://www.laticrete.eu).

### Cost

Contact LATICRETE Europe S.r.l. a socio unico to obtain complete information and cost.

## 7. WARRANTY

The supplier warrants that the product will not deteriorate under normal conditions and use. The warranty validity of one (1) year. Contact Technical Services for further information. See 10. FILING SYSTEM:

- DS 230.13EU: 1 Year Product Warranty

- DS 230.10EU: 10 Year System Warranty

## 8. MAINTENANCE

LATICRETE® and LATAPOXY® are products of high quality designed to achieve lasting installations and avoid maintenance, however performance and durability may depend on properly maintaining products, depending on the cleaning products used.

## 9. TECHNICAL SERVICES

### Technical Assistance

Information is available by calling or emailing the Technical Service Hotline:

+39 059 535540

[technicalservices@laticreteeurope.com](mailto:technicalservices@laticreteeurope.com)

### Technical and Safety Literature

To obtain technical and safety literature, please visit our website at [www.laticrete.eu](http://www.laticrete.eu).

### Warning

The information and the instructions in the data sheet, although based on knowledge gained through years of applications, are indicative. LATICRETE® is unable to directly control the installation methods and conditions of products and does not assume any liability arising from their implementation. Those who want to use LATICRETE® products should conduct adequate tests to determine the site specifications. Results shown are typical but reflect test procedures used. Actual field performance will depend on installation method and site conditions.

LATICRETE® products are covered by a warranty within the limits of what is established by our general conditions of sale and within the limits of correspondence related to technical specifications and applicable certifications, as expressly indicated in the product data sheets, documentation, or applicable technical documentation.

## 10. FILING SYSTEM

Additional product information is available on our website at [laticrete.eu](http://laticrete.eu). The following is a list of related documents:

- DS 230.13EU: 1 Year Product Warranty (Europe)
- DS 230.10EU: 10 Year System Warranty (Europe)