

# EWI-310 Universal Primer



EWI-310 Universal Primer is used to prepare the walls before the application of our adhesives. It improves adhesion of the adhesive to the substrate, facilitating application and reducing groundwork absorbency. Universal Primer is pigmented a red colour to enable ease of application. The presence of quartz aggregate in the primer creates a strong textured surface onto which the adhesive layer can bind easily. Universal Primer comes ready-to-use in 20kg plastic tubs.

## Technical Specification

### Composition

Water-based acrylic polymer dispersions, refining agents, quartz aggregate, pigments and water

### pH

approx. 7

## Intended Uses.

EWI-310 Universal Primer is intended to be used as a substrate primer on surfaces such as concrete to create an artificial key. The primer helps improve adhesion as well as helping reduce the absorbency of the substrate. The key benefit of Universal Primer over other primers is the presence of the quartz aggregate, which helps facilitate the application of basecoat adhesives and bedding adhesives.



WATER  
RESISTANT



FROST  
RESISTANT



VAPOUR  
PERMEABILITY



REGULATES THE  
GROUNDWORK  
ABSORBENCY



FACILITATES THE  
APPLICATION OF  
ADHESIVES

# Directions for use.

## Substrate Preparation

Prior to priming, remove any loose elements and fragments on substrate. The substrate should be cleaned to ensure that it is free from all substances that may affect adhesion, i.e. dust, oil, grease, anti-adhesive agents, remaining paint, mould, algae, moss, etc. The substrate should be free of cracks and efflorescence, and uniformly dry. All contamination resulting from grease, oil or anti-adhesive agents should be cleaned by washing with a water-containing detergent. Scratched and cracked surfaces should be repaired with EWI-260 Levelling Mortar or another mortar suitable for the substrate. Mortar applied to repaired sites should be dry and well-bonded before priming. Surfaces that will not be primed should be protected prior to priming.

## Product Preparation

Stir the product thoroughly within its container before use. EWI-310 is a ready-to-use emulsion and therefore does not require diluting with water or mixing with other substances.

## Application

For best results, do not add water and apply using a brush or roller. Weak substrates that need to be strengthened and highly absorptive substrates should be re-primed after about 4 hours. Dispersion paints, surface finish products or adhesives should be applied at least 24 hours after priming. Works must not be carried out during rain or snow, in strong winds and in direct sunlight, without special protection to limit exposure to weather conditions. Recently rendered coats must be protected against rain, frost and over-rapid drying.

## Application Conditions

### Application and setting temperature (air, substrate, materials)

from +5°C to +25°C

### Coat drying time:

12 hours

### Colours

red & textured when dry (texture due to presence of quartz aggregate)

## Packaging

20kg plastic tubs.

## Storage

Shelf life: up to 12 months from the date of manufacture. Keep dry and in the original packaging at a temperature of +5°C to +25°C.

## Safety measures

Avoid contact with skin. Wear eye protection. In case of contact with eyes, rinse immediately with plenty of water and seek medical advice. After contact with skin, wash with water. Wear suitable protective gloves and clothing.

## Clean-up

Wash tools immediately with clean water.

