

# Effisus Primer RED+

Effisus **Primer RED+** is a highly viscous ready-to-use product, it is used for priming substrate for a variety of weatherproofing membranes, its adhesion plus technology enables it to be used on both horizontal and vertical substrates like concrete, OSB, plywood and metal surfaces.



# Effisus Primer RED+

## Technical data

| Essential characteristics | Result  |
|---------------------------|---|
| Type of product           | Rubber polymer based primer                   |
| Appearance                | Red   |
| Solid Content             | 14.0% - 16.5%                                 |
| VOC Content               | 672.1 g/L                                     |
| Density                   | 0.79 g/cm <sup>3</sup> or 790 g/L             |
| Application Temperature   | -18°C to 43°C ( < 5°C )*                      |
| Coverage Rate             | 6.75 m <sup>2</sup> /L                        |
| Shelf life                | 12 months if stored cool in unopened packing. |
| Package                   | 1 L/Un/Can                                    |

## Applications

1. Effisus Primer RED+ is a ready-to-use primer so do not dilute the primer, just shake /stir it well before use (every 20 minutes for maximum performance ).
2. The substrate must be dry and cleaned before applying, if any previous adhesive is found use EFFISUS cleaner LV.
3. When the surface is ready apply EFFISUS Primer RED+ with a scouring pad or a stiff brush, the surface should appear wet to look.
4. Apply the primer evenly and to a wider area than the actual application area to ensure full bonding.
5. Depending upon the ambient temp. allow the primer to dry for at least 15 -20 minutes and before applying the membrane ensure it is dry but tacky to the touch and has a glossy appearance.(Do not over work the primer)
6. For fold-back areas application, apply the primer on the membrane surface in contact first, let it dry and then hold it in the desired position with pressure for some time.
7. After application Primer will take around 24-48 hrs to build up full strength, therefore any peel test must be conducted after 24 hrs for proper results.
8. Prevent evaporation of the solvent by closing the lid of the can when not in use, Once the can is open, use it completely as it will have a limited useful life.

\* Use caution when installing at temperatures below 5°C to prevent blushing of the primer (formation of condensation on the surface of primer).

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## Others

### Advantages

- |                            |   |
|----------------------------|---|
| • Adhesion Plus Technology | Provide maximum adhesion to all surfaces.         |
| • Quick Drying Primer      | Gets the job done quickly.                        |
| • High Viscosity           | Promotes uniform coverage.                        |
| • Long-Term Durable        | Unique polymetric formulations promote Longevity. |
| • Color Enhanced –RED      | For Ease and clarity in the application.          |

### Limitations

- Not suitable for PVC or TPO surfaces
- The primer will not show good adhesion if the surface has Talc, dust, oil, ice, snow, or wet conditions.
- Highly Viscous formulation- easy to apply evenly
- Do not use it as a membrane cleaner.
- Do not use extruded or expanded polystyrene insulation.
- At installation temperatures below 5°C care must be taken to prevent the formation of condensation on the surface of the primer.

### Storage And Shelf Life

- The primer should be stored in original unopened packaging at temp. between 5 °C to 32°C
- The primer shelf life is 12 months when stored in proper conditions (dry and away from sunlight)

### Safety

- Prior to working with the product consult the product label and safety data sheet for necessary health and safety precautions.
- Keep away from children and open fire.