

### PRODUCT DESCRIPTION:

**DUR-X-CEL PRIMER** is a flat, 100% acrylic based primer.

### BASIC USES:

**DUR-X-CEL PRIMER** is used as a premium quality primer for exterior masonry and concrete surfaces.

**DUR-X-CEL PRIMER** can be pigmented to match almost any colour. **DUR-X-CEL PRIMER** is used as a primer for all Durex Architectural Finish Coatings.

### ADVANTAGES:

- exceptional exterior durability
- excellent water repellency; protects wall from moisture penetration
- breathable coating; allows water vapour within the wall system to evaporate
- excellent adhesion to substrate
- abrasion resistant
- colourfast (no colour change under ultra-violet rays)

### LIMITATIONS:

**DUR-X-CEL PRIMER** is not recommended for use:

- over previously treated surfaces without proper preparation
- surfaces where oils and other contaminants are present
- when ambient, surface and material temperatures are below 5°C (41°F) during application and curing period
- under hot sun conditions nor under high humidity conditions
- for 48 hours prior to, during and for minimum 24 hours after inclement weather conditions

### APPLICATION:

DO NOT SUBSTITUTE NOR COMPENSATE **DUR-X-CEL PRIMER** WITH WATER OR OTHER ADDITIVES.

Substrate to be treated must be dry, clean and sound, free of weak and powdery surfaces, free from ice, snow, dew and frost, oil, grease and other deleterious materials detrimental to a positive bond.

### TECHNICAL DATA

#### Physical Properties:

<b>Product type:</b>	Water based acrylic coating
<b>Appearance:</b>	Dense paint-like consistency
<b>Viscosity:</b>	10,000 to 15,000 cps
<b>Ph level:</b>	9.0 to 9.5
<b>Toxicity:</b>	Non-toxic

#### Performance Characteristics:

Please refer to Dur-X-Cel 50 data sheet in Group D for test results.

Check with **Durabond Products Limited** for questionable surfaces.

Thoroughly stir **DUR-X-CEL PRIMER** in its' own pail before each use. Discard all frozen materials, materials which have formed solid lumps at the bottom of the container and materials which do not appear to be of a homogeneous viscosity.

Using a 6.4 mm (1/4") pile roller dip roller into stirred pail of material. Apply the paint with several passes of the roller, evenly spreading the paint over the entire substrate surface. Allow a minimum of 24 hours for drying between coats.

#### **CLEAN-UP:**

Clean all tools promptly after each use with clean water. Do not allow paint to dry on tools. **Durex Cleaning Solution CS-100** is available to aid cleaning of soiled areas where the **DUR-X-CEL PRIMER** has dried.

#### **STORAGE:**

Store **DUR-X-CEL PRIMER** in a dry, vented, waterproof location, stacked off the ground with ambient temperatures above 5°C (41°F). Keep materials dry, protected from rapid temperature changes, from dampness and moisture and away from direct sunlight.

KEEP FROM FREEZING.

#### **PACKAGING:**

**DUR-X-CEL PRIMER** is packaged in 18.9 litre pails.

**DUR-X-CEL PRIMER** is available in 28 standard colours. Custom colour matching is available upon request at a slight additional charge.

#### **COVERAGE:**

Coverage will vary according to the porosity of the substrate, colour of original substrate and colour of the **DUR-X-CEL PRIMER** to be applied. Average coverage:

one coat : 5.6 m<sup>2</sup>/litre (1200 ft<sup>2</sup>/pail)  
two coats : 3.9 m<sup>2</sup>/litre (800 ft<sup>2</sup>/pail )

A TEST SAMPLE SHOULD BE APPLIED TO ESTABLISH PRACTICAL COVERAGE ON THE ACTUAL SUBSTRATE.

#### **WARRANTY:**

**Durabond Products Limited** fully warrants their products when used and applied in strict accordance with the printed instructions on product mixing and product application. In any case **Durabond's** responsibility shall not exceed either the refund of the purchase price, or the replacement of the purchased product.

#### **TECHNICAL SERVICES:**

Technical assistance for unique applications and design is available upon request from **Durabond Products Limited**.

# DURabond

Manufacturers and Distributors of High Quality Construction Products

55 Underwriters Road, Toronto, Ontario M1R 3B4

Tel: (416) 759-4474 Toll Free: 1-877-DURABOND (387-2266) Fax: (416) 759-4470

Email: [info@durabond.com](mailto:info@durabond.com) Website: [www.durabond.com](http://www.durabond.com)

**D-11**