



Wall Primer

INTERIORS



JSW Wall Primer – Interiors is the best in class, high performing undercoat for preparing your interior walls for a paint job. This high bonding primer offers high opacity and good coverage, making it perfect choice for ensuring the best top coat performance. Suitable for all masonry applications, this undercoat provides the perfect base for creating a rich, smooth, even and longer lasting finish.

Experience JSW Wall Primer Interiors - *First of its kind, colour changing formula that ensures no area is missed during application*

PACK SIZES



1 L

4 L

GLOSS LEVEL



MATT



SILK



SATIN



GLOSS

FEATURES

- Colour Changing (Goes as purple, dries white)
- High Bonding
- High Opacity
- Good coverage
- Quick drying
- Water Based
- Green Range – Low VOC, no added Lead and heavy metals

SURFACES

New or previously well prepared painted wall, plastered and prepared masonry surfaces

CERTIFICATION

Compliant to VOC requirement for Paints for LEED rated buildings¹
Compliant to GRIHA standards for Low VOC2

CAUTION

- Do not apply below 10°C or above 45°C
- Do not apply if humidity > 90%
- Do not over-thin. Use thinned paint within 24 hours
- Shake, stir and strain paint before use
- In case of eye contact, wash with plenty of water, seek medical attention
- Tightly close the lid when not in use and store in a cool, dry place



PREPARATION

- Surfaces to be painted must be clean, dry and free from seepage, leakage, loose old paint, dirt, dust, grease, oil, soap, wax and any other contamination
- Remove any peeling paint and sand these areas to feather edges smooth with adjacent surfaces
- New plaster or masonry surfaces must be allowed to cure (28 days) before application
- Cured plaster should be hard (non-powdery) and in sound condition
- Growths of fungus, algae or moss should be removed by wire brushing and washing thoroughly with potable water
- In case of areas having excess dampness/waterproofing issues, please repair the surface before painting
- In case there are structural cracks, please study and repair them with a structural engineer
- Open non-structural cracks in V-groove and fill with cement/crack filler
- Apply cement/acrylic putty (where needed) to fill the dents and level the surface
- Sand and smoothen the surface with sand paper no. 320 and wipe clean before paint application



APPLICATION

ROLLER For best results, use a Short Nap Felt Roller

DILUTION Dilute JSW Paints Wall Primer - Interiors with 50% clean water

Recommended system of application

STEP 1	1 COAT	 Wall Primer INTERIORS	3-4 hrs dry
STEP 2	1 COAT	 Wall Putty ACRYLIC/CEMENT BASED	6-8 hrs dry before re-coat sand putty surface to smooth, wipe surface to remove dust.
STEP 3	1 COAT	 Wall Primer INTERIORS	3-4 hrs dry



INFORMATION AND CARE

ENVIRONMENTAL HEALTH AND SAFETY

- Use only with adequate ventilation during application and drying
- Avoid contact with eyes and prolonged or repeated contact with skin
- Do not breathe spray mist or sanding dust
- Use disposable rubber gloves, dust mask or nose pad during application, sanding and clean up
- Close container after each use
- Wash thoroughly after handling
- In case of contact with eyes, rinse immediately with plenty of water and seek medical advice
- In case of skin contact, immediately wash skin with soap and plenty of water. Get medical attention if irritation develops or persists
- No added Lead, Mercury, Chromium, Arsenic or other heavy metals

POST PAINTING CARE

- Apply finishing coat within 7 days of primer application

PRODUCT INFORMATION

Colours

White (This is a colour changing primer – goes in purple – dries white)

KEY DATA

Coverage[^]

180 - 220 sq.ft./L/coat

16.7 - 20.4 m²/L/coat

Drying Time* (30°C @ 60 R/H)

Surface Dry - 30 minutes

Recoat - 4 hours

Flash Point

N/A

Sheen Level

Matt 0 - 10 units @ 60° GH

Vehicle Type

Acrylic

Thin with

Clean Water (upto 50%)

VOC levels~

<20 gms/L

Other JSW Paints Preparation Products:

JSW Paints Preparation Range offers an optimum base for the painting surface so as to ensure that the finishing coats provide a beautiful experience of painting spaces.



EXTERIOR PRIMER



CEMENT PUTTY



ACRYLIC WALL PUTTY

JSW Paints Top Coats Range:



Our extensive range of water-based emulsions are designed to capture myriad ideas of beauty and evoke a spectrum of emotions that set the perfect ambience.



HALO INTERIORS



AURUS INTERIORS



PIXIA INTERIORS

JSW Paints - Think Beautiful. Every JSW Paints product works to transform beautiful thoughts to reality. Everything about the paint, its application and finish are designed to be the 'Simple-Swift-Sure' way of making homes beautiful.

¹Compliant to LEED (Leadership in Energy & Environmental Design) VOC criteria as per IGBC (Indian Green Building Council) as tested at National Test House, Mumbai. ²Compliant to GRIHA (Green Rating for Integrated Habitat Assessment) Criterion 26 on Low VOC Interior Paints as tested at National Test House, Mumbai.

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This information sheet supersedes all previous versions

For feedback/complaints, write to Customer Care Manager, JSW Paint Pvt. Ltd, Jindal Mansion, 5A, Dr. G.Deshmukh Marg, Mumbai 400 026, India or email at ccpaints@jsw.in or call on 1800-121-5797.

*Drying time and number of coats are dependent on temperature, humidity, surface porosity and film thickness.

[^]Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

~VOC Levels as certified by NTH. Meets VOC as per BIS Standard - IS 101 (Part 2/Sec 2)/1986 & IS 101 (Part 2/Sec 1)/1988