

# Elastocolor Primer WB

Water-Based, 100%-Acrylic Primer for *Elastocolor*® Coatings



## DESCRIPTION

*Elastocolor Primer WB* is a clear, water-based, 100%-acrylic primer for use with *Elastocolor* coatings. *Elastocolor Primer WB* improves adhesion on porous, dusting and new substrates.

## FEATURES AND BENEFITS

- Promotes adhesion on substrates to enhance bonding
- Recommended for substrates exhibiting chalk and dusting after cleaning, for new or porous substrates, and in hot windy conditions
- Low-odor and solvent-free
- Algae-resistant
- Mold and mildew resistance
- VOC-compliant
- Water-vapor permeable
- Can be applied by roller, brush or sprayer

## WHERE TO USE

- Concrete, brick, masonry, mortar and EIFS systems
- Above-grade vertical surfaces (exterior and interior)

## SUITABLE SUBSTRATES

- Clean, sound, stable, frost-free and fully cured concrete and masonry substrates, as well as brick-mortar and EIFS systems

## SURFACE PREPARATION

- Substrates should be clean and free of dirt, residue, oils, grease, curing compounds, laitance, mold, mildew and any contaminant that may interfere with the adhesion of *Elastocolor Primer WB*.
- Use proper surface-preparation methods to achieve a texture of medium 100-grit sandpaper, or an International Concrete Repair Institute (ICRI) concrete surface profile (CSP) of #1 to #3.
- Chemical removal may be required on some stains and contaminants. Be sure to neutralize these removal compounds and rinse the treated surface thoroughly with clean water.
- Before application of *Elastocolor Primer WB*, repair holes, spalls and damaged concrete with appropriate MAPEI concrete repair products. Remove any protruding concrete areas and smooth out any irregularities. Detail cracks with the appropriate surface fillers.
- Apply as required (for example, on new or porous substrates and in hot windy conditions).

## MIXING

Before product use, take appropriate safety precautions. Refer to the Safety Data Sheet for details.

- Appropriately mix *Elastocolor Primer WB* to ensure color uniformity and minimize air entrapment.
- *Elastocolor Primer WB* is ready to use. No dilution is required.

## PRODUCT APPLICATION

Read all installation instructions thoroughly before installation.

1. Air, material and substrate temperatures during application must be between 40°F and 95°F (4°C and 35°C).
2. Apply *Elastocolor Primer WB* by brush, roller or sprayer directly onto the substrate.

## CLEANUP

- Clean tools and equipment immediately after use with water. Dried material may require mechanical means for removal.

## LIMITATIONS

- Do not apply *Elastocolor Primer WB* when ambient or substrate temperatures are below 40°F (4°C) or expected to fall below 40°F (4°C) within 24 hours, or when these temperatures are higher than 95°F (35°C).
- Do not apply *Elastocolor Primer WB* if the relative humidity is higher than 90%.
- Do not apply *Elastocolor Primer WB* on horizontal traffic-bearing surfaces.
- Do not apply *Elastocolor Primer WB* during inclement weather or when rain is expected within 24 hours following application.

- Do not use *Elastocolor Primer WB* where hydrostatic pressure from the underside of the substrate may be present.
- Protect *Elastocolor Primer WB* from freezing and discard it if it freezes.
- Do not use *Elastocolor Primer WB* in total immersion or when it would be subject to migrating moisture or rising dampness.
- Substrates must be dry before application of *Elastocolor Primer WB*. Allow substrates sufficient time to dry after rain; if it rains, at least 24 hours of drying time is recommended.

Consult MAPEI's Technical Services Department for installation recommendations regarding any substrates and conditions not listed.

### Product Performance Properties

Laboratory Tests	Results
Density	1.01 g per cm <sup>3</sup>

### Shelf Life and Properties

before application

Shelf life	2 years in original, unopened container in a dry, covered location at 73°F (23°C) and 50% relative humidity
Consistency	Pourable liquid
Color	Milky (dries clear)
VOCs (Rule #1113 of California's SCAQMD)	≤ 50 g per L

Protect containers from freezing in transit and storage. Provide for heated storage on site and deliver all materials at least 24 hours before work begins.

### Application Properties

Application temperature range	40°F and 95°F (4°C and 35°C)
Drying time at 70°F (21°C) and 50% relative humidity	4 hours under normal conditions

### CSI Division Classification

Concrete and Masonry Coatings	09 97 23
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## Packaging

### Size

Plastic bucket: 5 U.S. gals. (18.9 L)

## Approximate Coverage\*

### Coverage

300 to 400 sq. ft. per U.S. gal. (7.35 to 9.8 m<sup>2</sup> per L)

\*Coverage varies depending on the surface porosity and texture of the surface as well as on job requirements.

## ADDITIONAL INFORMATION

Refer to the SDS for specific data related to health and safety as well as product handling.

For information on MAPEI's commitment to sustainability and transparency, as well as how MAPEI products may contribute to green building standards and certification systems, contact [sustainability\\_USA@mapei.com](mailto:sustainability_USA@mapei.com) (USA) or [sustainability-durabilite@mapei.com](mailto:sustainability-durabilite@mapei.com) (Canada).

### LEGAL NOTICE

The contents of this Technical Data Sheet ("TDS") may be copied into another project-related document, but the resulting document shall not supplement nor replace requirements per the TDS in effect at the time of the MAPEI product installation. For the most up-to-date TDS and warranty information, please visit our website at [www.mapei.com](http://www.mapei.com). **ANY ALTERATIONS TO THE WORDING OR REQUIREMENTS CONTAINED IN OR DERIVED FROM THIS TDS SHALL VOID ALL RELATED MAPEI WARRANTIES.**

Before using, the user must determine the suitability of our products for the intended use, and the user alone assumes all risks and liability. **ANY CLAIM SHALL BE DEEMED WAIVED UNLESS MADE IN WRITING TO US WITHIN FIFTEEN (15) DAYS FROM DATE IT WAS, OR REASONABLY SHOULD HAVE BEEN, DISCOVERED.**

## CONTACT INFORMATION

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For the most current product data and BEST-BACKED<sup>SM</sup> warranty information,  
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