

TECHNICAL DATA SHEET

PrimeMore Universal

01/02/26

A water-based primer for porous/absorbent backgrounds

Key Features

- Regulates background porosity
- Enhances the workability, adhesion and strength of subsequently applied Kelmore products
- Improves the surface finish of levelling and smoothing compounds
- Blue pigment improves visibility and helps ensure full, even coverage



Technical Information

Pack sizes	1 litre & 5 litres
Colour	Blue
Dilution ratio (by volume)	1:3 (1 part PrimeMore Universal to 3 parts water)
Application temperature (air and background)	≥ 5°C
Drying time (@ 20°C)	Approximately 30 minutes
Coverage (diluted 1:3)	Up to 44m ² / litre

Areas of Use

Walls and Floors	Interior and Exterior	Domestic and Commercial	Porous / Absorbent Backgrounds
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Background and Surface Preparation

Backgrounds must be sufficiently dry and strong enough to carry the total weight being applied. All surfaces must be clean, sound and free from contaminants that could impair adhesion, such as dust, dirt, oil, grease, laitance, and curing agents. Timber bases must be rigid, stable and adequately ventilated. They should support both static and dynamic loads without deflection and be covered with an appropriate intermediate layer.

Suitable Wall Backgrounds

Cement:Sand Render	Concrete Blockwork	Plaster (Finish Coat)	Plasterboard	Tile Backer Boards
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Suitable Floor Backgrounds

Cement:Sand Screed (inc. Heated)	Concrete	Plywood Overlay (Class 3)	Tile Backer Boards
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Mixing

Shake the pouch or bottle thoroughly before use. Add 1 part PrimeMore Universal to 3 parts clean, cold water by volume and mix thoroughly.

Application

Apply the primer uniformly to the prepared background using a paint roller, sponge or brush. On textured backgrounds ensure the product doesn't pool in surface depressions. Depending on the porosity of the background, additional diluted coats may be required.

Drying

Drying times may vary depending on the background porosity, ambient temperature, and humidity. At 20°C, PrimeMore Universal will dry in approximately 30 minutes.

Coverage

Coverage may vary depending on the background texture and porosity. Approximate coverage per pack size is shown in the table below.

Pack Size	Coverage (when diluted 1:3 with water, by volume)
1 litre	Up to 44m ²
5 litres	Up to 220m ²

Cleaning: All tools should be cleaned with water after use and before the product dries.

Health and Safety: For full details, please refer to the Safety Data Sheet, available at www.kelmore.co.uk or by contacting Kelmore Ltd.

Storage and Shelf Life: When stored in unopened packaging, off the ground, and in temperatures between 5°C and 25°C, this product has a shelf life of 12 months.

BS & EN Standards: PrimeMore Universal should be used in accordance with the requirements of the relevant British and European Standards.

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