TECHNICAL DATA SHEET

PrimeMore Universal

24/08/26

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 Prime*More* 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 44m² / 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

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

Mixing

Shake the pouch or bottle thoroughly before use. Add 1 part Prime*More* 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 will vary depending on the background porosity, ambient temperature, and humidity. At 20°C, Prime*More* Universal will dry in approximately 30 minutes.

Coverage

Coverage will 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: Safety Data Sheet is available on our website or on request using the contact details below.

Storage and Shelf Life: Must be protected from frost, and when stored in unopened packaging, off the ground, and in cool, dry conditions, this product has a shelf life of 12 months.

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

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