



Showfloor Cement Floor Primer

Duram Showfloor Cement Floor Primer is a pure acrylic, self cross-linking primer for cementitious surfaces, designed specifically to promote optimum adhesion. This high performance, water-based primer provides a sound surface with excellent resistance to water, alkali and efflorescence*. This specially formulated bonding primer dries quickly to a clear, natural look.



* Efflorescence: a white powdery substance on a cement surface.



PRODUCT USES

- Essential adhesion promoting primer for painting cement floors.
- Can be used as a clear sealer for concrete floors.



COVERAGE

- 6 – 7m² per litre per coat. Applied in a 1 coat application.
- A second coat is necessary for highly porous cement.
- Coverage will vary depending on the porosity and profile of the surface.



IMPORTANT

- Please read all instructions carefully before starting the project.
- Check the cement floor for conditions that might interfere with paint adhesion.
- Proper surface preparation is critical for successful installation.
- Incorrect preparation, priming or topcoating will result in paint failure such as peeling or blistering.
- Duram recommends that a test patch of the Showfloor system is applied to all floors.
- Room and surface temperatures must be between 5°C and 35°C during application.



COLOURS

- Appears slightly blue but dries to a clear, natural look.



ADVANTAGES

- Penetrates surface for optimum adhesion.
- Cross-links to form a protective barrier.
- Pure acrylic.
- Water-based and easy, no-mix formula.
- Highly alkaline resistant.
- Low water permeability.
- Quick drying.
- Excellent resistance to efflorescence.

ESSENTIAL STEPS TO ENSURE SUCCESSFUL APPLICATION



1. INSPECTION

Allow new cement at least 28 days to cure. All surfaces must be dry. Check the cement floor for conditions that might interfere with proper adhesion; such as moisture, loose crumbling cement, cement dust, floated or shiny cement floors, sealed cement, release agents, curing compounds, salts, efflorescence and laitance, dust, oil and grease.





2. SURFACE PREPARATION

Cleaning: All surfaces must be sound, clean and free of oil and grease. Use Duram Showfloor Cleaner & Degreaser if necessary.



3. PRIMING

All surfaces must be primed with Duram Showfloor Cement Floor Primer to aid adhesion and resist the alkalinity inherent in cement.



4. TEST THE TOPCOAT

Always apply a test patch of Duram Showfloor Polyurethane Floor Paint to ensure the substrate has been properly prepared and primed. Check adhesion of the coating by cutting a small X in the coating using a sharp utility knife. Firmly apply a piece of packaging tape over the centre of the X cut, then pull off with a fast snap. The adhesion is suitable if no significant coating is removed beyond the X cut. If the coating fails is test, then additional surface preparation is required - repeat the above steps.



PREPARATION

Ensure all substrates are thoroughly clean, sound, dry and free from any contaminants such as dirt, salt, algae and grease.

UNPAINTED CEMENT:

- Perform a moisture test:** All cement contains moisture but excessive moisture will affect adhesion and cause blistering. Test for excessive moisture by taping a clear plastic sheet (approximately 30cm x 30cm) to an area on the cement – the taping must create an airtight seal between the concrete and the plastic sheet. Leave it for 24 hours and check the under side of the plastic. If water droplets or a darkening of the cement is detected under the plastic, then moisture is present and the surface cannot be painted. Leave the cement to cure for another 7 days, then re-test. Painting should continue only after the moisture is removed, along with the source of moisture being determined and eliminated. If there is no damp-course beneath the cement, rising damp caused by a very shallow water-table can cause delamination of the Showfloor system.
- Check for loose, crumbling cement and cement dust:**
 All loose cement and dust must be removed. Repair damaged and crumbly areas with suitable screeding products, however crumbling and dusting may be symptomatic of poorly cured cement which cannot be painted. Apply a 0,5m² test patch of Duram Showfloor Cement Floor Primer and Duram Showfloor Polyurethane Floor Paint as per instructions and test adhesion after 7 days.
- Floated or shiny cement floors:**
 Must be etched using a suitable chemical etcher as per instructions.
- Sealed cement:**
 Some floors have been finished with a clear sealer. Test for a sealer by lightly sprinkling water onto the surface. If the water beads and does not penetrate then a sealant is present and paint may not adhere properly. Use a suitable chemical etcher as per instructions to remove the sealer. If the etching process does not foam, then it is necessary to remove the sealer with abrasive blasting.
- Release agents, curing compounds, salts, efflorescence and laitance*:**
 must be removed with A suitable chemical etcher as per instructions.
- Dust, oil and grease:**
 The floor should be clean, structurally sound and free of dust, oil and grease. Clean the floor with Duram Showfloor Cleaner & Degreaser as per instructions, rinse with water and allow to dry completely. The Showfloor system is not recommended in instances where there is significant oil contamination where the grease and oil has been heavily impregnated into the concrete.



PREVIOUSLY PAINTED CEMENT:**Loose paint:**

If the paint is peeling and flaking, or can be easily removed with a paint scraper then the previous paint needs to be removed. Such as an oil based enamel or stoep paint, these should be dulled by abrading the surface with medium grit sandpaper. In the case of an Epoxy coating, even more careful abrading and dulling is needed. Apply a test area of the Duram Showfloor Cement Floor Primer and Duram Showfloor Polyurethane Floor Paint as per instructions and test adhesion after 7 days. If adhesion is poor, additional abrading is necessary.

Sound condition:

If the paint is in a sound condition with good adhesion, then clean the surface with Duram Showfloor Cleaner & Degreaser as per instructions.

Dust, oil and grease:

The floor should be clean, structurally sound and free of dust, oil and grease. Clean the floor with Duram Showfloor Cleaner & Degreaser as per instructions, rinse with water and allow to dry completely. The Showfloor system is not recommended in instances where there is significant oil contamination where the grease and oil has been heavily impregnated into the concrete.

*Laitance: a hard, solid layer that forms on the surface of concrete.

**PRIME**

- All unpainted or previously painted cement floors must be primed with Duram Showfloor Cement Floor Primer to aid adhesion and resist the alkalinity inherent in cement.



- Stir Showfloor Cement Floor Primer well.



- Apply with a mohair roller or brush.
- Showfloor Cement Floor Primer appears slightly blue but dries to a clear, natural look.



- Allow the primer to dry completely for approximately 3 hours depending on the room temperature. A clear layer should be visible once dried.



- If the cement floor is porous, the primer will be absorbed into the cement and a clear layer won't be visible. In this instance, apply a second coat of the primer to achieve this clear layer.
- Allow the primer to dry completely before over-coating with Duram Showfloor Polyurethane Floor Paint.

- **Important:** Apply Showfloor Polyurethane Floor Paint as soon as possible to prevent possible re-contamination of the substrate.

**PROTECT**

- Apply Duram Showfloor Polyurethane Floor Paint as per instructions.

**CLEANING**

Hands and equipment are easily cleaned with water. Collect spills with suitable absorbent material.



SUPPORTING PRODUCTS



Showfloor Polyurethane Floor Paint



Showfloor Cleaner & Degreaser

YOU MAY ALSO NEED:

- Brush
- Mohair roller
- Paint scraper
- Medium grit sandpaper

Additional utensils/products may be required in the preparation of surfaces.



SAFETY PRECAUTIONS

- **Skin contact:** Wash thoroughly with soap and water.
- **Eye Contact:** Flush immediately with water for 10 - 15 minutes and contact a physician.
- **Respiratory problems:** Remove affected person to fresh air immediately and contact a physician.
- **Not for internal consumption.**



TECHNICAL DATA

Pack size	1 litre, 5 litre	Service temperature	-15°C to 40°C	Fire hazard	None
No of components	1	Application temperature	5°C to 35°C	Shelf life	2 years
Overcoating Time	± 3 Hours	Density	1.06 g/cm ³	Storage	Cool, dry area below 25°C
Volume solids	30% to 31%	Toxicity	Non toxic		



WHEN TO USE?

Use this handy chart to quickly identify which product should be used to ensure the best results.



	Duram Showfloor Cleaner & Degreaser	Duram Showfloor Cement Floor Primer	Duram Showfloor Polyurethane Floor Paint
<input type="radio"/> Recommended <input type="radio"/> Suitable but depending on conditions <input type="checkbox"/> Not suitable			
UNPAINTED CEMENT			
Cured cement (dry for 28 days)	☐	●	●
Uncured cement			
Excessive moisture content			
Superficial loose cement & cement dust		●	●
Poorly cured cement that is loose and crumbling			
Floated or shiny cement floors *		●	●
Sealed cement *		●	●
Release agents, curing compounds, salts, efflorescence and laitance *		●	●
Dust, oil & grease	☐	☐	☐
Significant oil contamination			
PREVIOUSLY PAINTED CEMENT			
Sound condition	●	●	●
Loose paint	☐	●	●
Smooth, hard or glossy painted surface	☐	●	●
Dust, oil & grease	☐	☐	☐
Significant oil contamination			

* Mechanically abrade surface or use an appropriate chemical etcher to obtain a suitable key for adhesion. Special care must be taken to ensure the etcher is thoroughly rinsed off with plenty of water before applying the primer and topcoat.

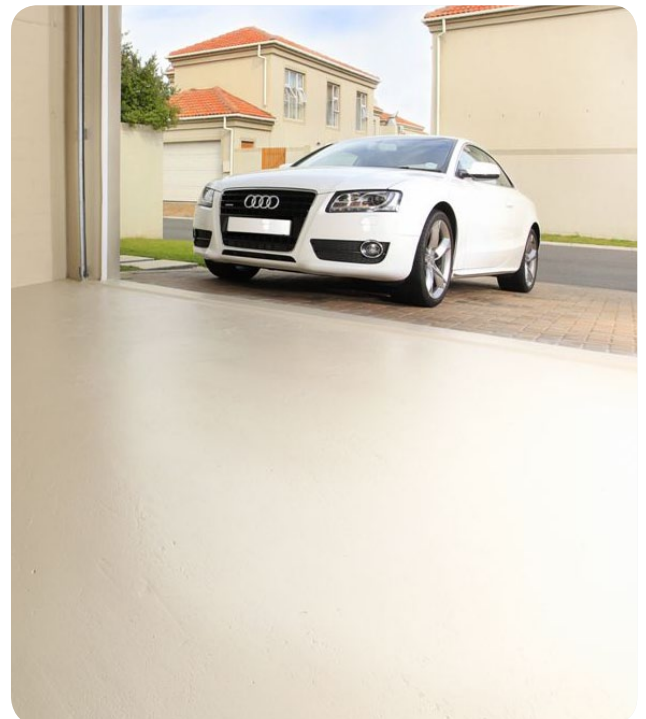
HOW MUCH TO PURCHASE?

Use this handy chart to quickly estimate how much product you will need.



Approximate size and quantity	Duram Showfloor Cleaner & Degreaser	Duram Showfloor Cement Floor Primer	Duram Showfloor Polyurethane Floor Paint
10m ² (single bedroom)	2L	2L	2L
20m ² (single garage)	3L	4L	5L
30m ² (double bedroom / living room)	4L	5L	8L
40m ² (double garage)	5L	7L	10L
50m ²	7L	9L	13L

Room sizes are estimated and the quantity of the product required depends on the porosity of the surface. Product quantities are rounded up to the nearest pack size.



Technical details above are provided in good faith. We are an ISO 9001: 2008 registered company and our products are manufactured to the highest standards using raw materials of superior quality. Consequently we believe in the quality of our products and will willingly replace any product in the unlikely event of a quality related performance failure. Whilst we are confident in guaranteeing the quality of our products, we cannot however accept any liability for performance failure due to the incorrect application of our products. Correct application is critical to the successful performance of our products and as this process falls outside of our control we are unable to cover the application under our product performance warranty. Where there are doubts, it is recommended that the user conduct their own suitability tests before use. To retain sheen and colour consistency of your paint, always make sure that the batch numbers are the same on all paint containers that you purchase.

Updated: September 2014 (this supercedes all previous publications)

