



TECHNICAL DATA SHEET (TDS)

PRIMER I.M® | 2025/26



1. Product

1.1. Product Description

Primer I.M (Render Prime) is a waterborne primer, applied on porous and less cohesive substrates, prior to the application of Passive Purple External and Passive Purple External Editions. The use of this primer will consolidate the substrate and improve adhesion of coatings on difficult substrates and reduce the risk of surface defects.

1.2 Product Adhesion

Primer I.M (Render Prime) will adhere to the following.

- 1.2.1. *Brickwork, blockwork, mortar, lime mortar and render
- 1.2.3. * Water sensitive substrates such as Gypsum boards and plasters

1.3 Product Characteristics

- 1.3.1. * Liquid
- 1.3.2. * Colour – Milky white
- 1.3.3. * Density: (kg/l) 1.0-1.1
- 1.3.4. * pH: 9-10
- 1.3.5. * Solid content: (%) >20%

1.4. Product Packaging

- 1.4.1. * 10 KG tubs
- 1.4.2. * Pallets 44 10 KG tubs – Total 440 KG

1.5. Product Storage

Primer I.M (Render Prime) should be stored in the dry, out of direct sunlight, between 5-35 °C. Storage for 24 months of manufacture date in original unopened packaging.

2. Application

2.1. Preparation

- 2.1.1. * Remove dust and all friable parts from the substrate
- 2.1.2. * Primer I.M (Render Prime) does not avoid the need for substrate preparation
- 2.1.3. * Do not dilute
- 2.1.4. * Shake before use
- 2.1.5. * Do not apply in direct sunlight
- 2.1.6. * Minimum application temperature of 5 °C

2.2. Application

- 2.2.1. * Apply Primer I.M (Render Prime) with a low-pressure spray machine or roller
- 2.2.2. * Apply in one layer
- 2.2.3. * Apply Primer I.M (Render Prime) until saturation – approximately 100 gr/m2 depending on the porosity of the substrate
- 2.2.4. * Allow Render Prime to dry before applying Passive Purple External or Passive Purple External Editions

2.3. Cleaning

- 2.3.1. * Primer I.M (Render Prime) can be easily cleaned using water.
- 2.3.2. * Primer I.M (Render Prime) tubs and lids can be recycled once any Primer I.M (Render Prime) product has been removed from the tubs and lids. This can be cleaned off using water.



4.0. Do's and don'ts

DO'S

- 4.1.** Surface Preparation: Ensure the substrate is free from dust and loose particles before application.
- 4.2.** Application Method: Apply Primer I.M using low-pressure spray equipment or roller in a single layer, approximately 100 grams per square meter, depending on the substrate's porosity.
- 4.3.** Drying Time: Allow the primer to dry completely before applying waterborne dispersion coatings.
- 4.4.** Personal Protective Equipment (PPE): Wear appropriate safety gear, including eye protection, gloves, and a face mask, to prevent direct skin contact with the wet product.
- 4.5.** Store Correctly – Keep the tape in a cool, dry place away from direct sunlight and extreme temperatures.
- 4.6.** Apply in Suitable Temperatures – Use the Primer I.M (Render Prime) in environments between +5°C and +40°C for best performance.

DON'TS

- 4.7.** Dilution: Do not dilute Primer I.M with water or solvents; it should be used as supplied.
- 4.8.** Application Conditions: Avoid applying the primer in direct sunlight or on substrates with temperatures below 5°C.
- 4.9.** Container Handling: Do not leave the container open for extended periods; reseal immediately after use to prevent contamination and drying out.
- 4.10.** Drying Process: Avoid using external heat sources to accelerate the drying process; allow the primer to dry naturally.



5.0. DATE OF THIS EDITION: 12/10/2025/26

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