



Product Code 933001

Style Perfect Start Primer

Water Thinnable Premium Primer

Style Perfect Start Primer is a Water Thinnable Economy Primer, designed to go best with Birla Opus Style exterior topcoats. With a strong adhesion to exterior wall surfaces, it ensures a spotless topcoat finish.

PRODUCT FEATURES AND BENEFITS



Whiteness

Provides a white and a clean finish.



Good Opacity

Good Hiding ensuring uniform surface for topcoat application.



Good Adhesion

Enhances the adhesion of topcoat to the substrate providing a strong inter-coat bonding



Resistance to Peeling of Top Coat

Prevents chalking, flaking, peeling and enhances adherence of topcoat.



*4 years System Warranty

Upto *4 years System Warranty on exterior walls as an undercoat for Style Birla Opus Exterior topcoats

PRODUCT DETAILS

AVAILABLE PACKS



ESTIMATED COVERAGE

On the fully cured, uniform plaster finished surface



7.43-9.29 sq.m/L (80-100 sq.ft/L) for 1 coat**

** Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE



WHITE

DIRECTIONS FOR USE

PRE-PAINTING STEPS



PLASTER

It is essential to let new masonry surfaces fully cure. The suggested curing duration is 28 days, during which daily water curing is recommended for optimal results.



CLEANING

Ensure the surface is devoid of loose paint, dust, or grease. Eliminate any fungus, algae, or moss growth through wire brushing and water. In case of chalkiness on the underlying surface, perform water curing and subsequently apply a coat of Alldry Salt Seal prior to the topcoat application. For best performance, it is recommended to use a jet pressure washer of minimum 160 bar pressure to ensure complete surface clean-up.



CRACK FILLING

To address cracks measuring up to 3 mm, employ Alldry Crack Master. For larger cracks structural audit by expert to be conducted and prescribed solution to be implemented before application.



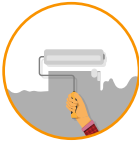
COVERING HOLES AND DENTS

For addressing small dents and holes, utilise cement wall putty or a blend of white cement and fine sand in a 1:3 ratio.

SPECIAL INSTRUCTION FOR EXTERIORS

If exterior surfaces face persistent seepage or dampness, investigate and arrest the source of leakage or seepage, let the surface dry and then apply Birla Opus Alldry Waterproof coatings. Ensure we provide slope to horizontal surfaces and proper drain to avoid any stagnant water accumulation.

PAINT APPLICATION PROCESS

- **01 SURFACE PREPARATION**
Newly plastered surfaces must undergo complete curing. Ensure thorough filling of any spot with putty, crack filler, etc. and achieve a uniform surface across the entire wall. In case of repainting substrate, for smooth/puttied wall recommend to scurb the surface with sanding paper and then remove any loosely held particles. For rough surfaces use jet pressure washer for cleaning the surface.
- **02 PRIMER APPLICATION**
Whether dealing with freshly plastered surfaces or repainting, apply a single coat of Style Perfect Start Primer by diluting 1 litre of primer with 1 litre of water and allow it to dry for 4-6 hours under adequate sunlight.
- **03 TOPCOAT APPLICATION**
Apply 2-3 coats of Birla Opus Style Exterior Topcoat with a gap of 4-6 hours after each coat for optimal coverage. Add an extra coat of topcoat for horizontal surfaces.

POST-PAINTING STEPS



- For the best paint performance, regularly wash and clean surfaces to remove dust, stagnant materials, and any algae or fungus growth, preferably every six months.
- Thoroughly clean horizontal surfaces to enhance durability.
- Ensure there is no stagnant water at any point on any surface.

TECHNICAL INFORMATION

Drying Time	Shelf Life	Paint Type	Stability of Thinned Paint	Low VOC
 4 to 6 hours.	 36 months from the date of manufacturing	 Water Based.	 24 hours in an airtight container.	 Low VOC*.

PRECAUTIONS

- Do not apply when the ambient temperature is below 10°C or exceeds 40°C, or if there's a possibility of the temperature dropping to these levels within 4 hours of application.
- Do not excessively thin or extend the brush.
- One should not tint the primer.
- Thoroughly stir and strain the diluted paint through a fine sieve before using.
- Ensure existing cracks are filled before applying the topcoat, as the paint will not cover them.
- For surfaces with heavy algal infestation, proper cleaning is essential. If a bleaching solution is used to disinfect algae, ensure thorough cleaning of the solution with water.
- Do not leave a primer coat or only one coat of topcoat exposed during the monsoon. Complete application before the onset of the monsoon.
- Painting is to be avoided if there is probability of raining within 4 days of application or so, as the impact of monsoon will be higher and thus to be avoided.
- For optimal performance, ensure the surface is dry, and the moisture meter reads in the green zone (below 10). If it is in the red zone, address the source of water before painting.
- The wall's pH should be below 10.
- Avoid using chlorinated water for dilution.
- Thinned paint should be used within 24 hours of dilution. It is recommended to thin only the necessary amount, as thinned paint beyond 24 hours may be at the risk of a microbial attack.
- Allow foot traffic after 48 hrs of drying & regular traffic after 72 hrs of drying @ 25°C. Drying times must be extended in cold, damp or humid conditions.
- Do not apply on Bituminous/Asphalt substrate.

SAFETY MEASURES

- Please consult the MSDS for comprehensive information on safety precautions when handling the paint; the document is available upon request.
- Store the container upright in a cool, dry place with the lid tightly closed.
- Keep out of reach of children and away from eatables.
- May be harmful if swallowed. In case of ingestion, seek immediate medical attention.
- Wear eye protection during application. In case of contact with eyes, rinse immediately with plenty of water and seek medical advice.
- In case of skin contact immediately wash skin with soap and plenty of water. Get medical attention if irritation develops or persists.
- Do not breathe vapor or spray. It is recommended to wear suitable nose pad during sanding and surface preparation to avoid dust inhalation.
- Do not dispose of leftover paint by pouring it down the drain or into water courses.
- In the event of spills, contain spillage using sand or mud.
- No added Lead, Mercury or Chromium compounds.
- Do not dispose of leftover paint or drums in soil or drains. Consumers should consult a local recycling agency for proper paint and drum disposal.

*Based on internal lab results (as per test method - ASTM D6886:2018)

Version No. PSP002/08/2024. Kindly note that this datasheet supersedes all preceding versions.

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