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Calista Perfect Choice Prime Water Thinnable Premium Primer

Calista Perfect Choice Primer is a water thinnable premium primer, designed to ensure exceptional whiteness and opacity with strong adhesion to exterior wall ensuring a flawless topcoat finish.

PRODUCT FEATURES AND BENEFITS



Outstanding Whiteness

Outstanding Whiteness, providing a clean and rich finish.



Excellent Opacity

Excellent hiding ensuring uniform finish across, providing a uniform surface for topcoat application.



Excellent Adhesion

Excellent adhesion to the substrate ensuring strong substrate as well as inter-coat bonding.



Excellent Resistance to Peeling of Top Coat

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



System Warranty*

Upto 8 years system warranty on exterior walls as an undercoat for 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 mentioned coverage depending on the method of application and surface condition.

COLOURS AVAILABLE



WHITE

DIRECTIONS FOR USE

PRE-PAINTING STEPS



1. 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.



2. 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.



3. CRACK FILLING

Cracks (up to 5mm width and 3mm depth) should be filled with Alldry Crack Master Paste.






4. 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.
- **02 PRIMER APPLICATION**
Whether dealing with freshly plastered surfaces or repainting, apply a single coat of Calista Perfect Choice 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 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.* *Varies on climatic conditions	 36 months from the date of manufacturing.	 Water Based.	 24 hours in an airtight container.	 Low VOC.

PRECAUTIONS

- Avoid application 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. Avoid application if there is a possibility of dew formation overnight on the freshly painted substrate.
- 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 Primer, as 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 primer coat exposed during monsoon or for more than 30 days in dry season. Ensure 2 coats of topcoats are applied
- For optimal performance, ensure the surface is dry, and the moisture meter reads below 15%. If it is higher than 15%, identify and address the source of water before painting.
- The wall's pH should be below 12.
- 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 and store it in a sealed container. Unused material to be stored in a sealed container.

SAFETY MEASURES

- Kindly request for the MSDS, for comprehensive information on safety measures while handling the paint.
- The container must be stored in a cool, dry place with the lid tightly closed in an upright position.
- Keep it away from children and eatables.
- If swallowed, seek medical attention immediately.
- Always wear eye protection during application to avoid contact. Rinse immediately with plenty of water in case of accidental eye or skin contact and seek medical advice if irritation persists.
- Always wear a suitable nose pad during sanding and surface preparation to avoid dust, vapour and spray inhalation.
- The left-over paint/drums must not be disposed of in soil or drains or water courses. It's recommended to consult the local recycling agency for proper disposal.
- 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.