



Joie Primer

EXTERIORS



Joie Exterior Primer is an excellent undercoat for preparing exterior walls for a paint job. This primer offers good bonding, opacity, and coverage, and hence is a great choice for ensuring high performance of the top coat. Suitable for all masonry applications, this undercoat provides the perfect base for creating a rich, smooth, even and longer-lasting finish.

Experience Joie Primer Exteriors- *"Bright white primer for exterior walls."*



20 L

PACK SIZES

GLOSS LEVEL



FEATURES

- Bright white
- Good bonding
- Good opacity
- Good coverage
- Quick-drying
- Water-based
- Green range – low VOC, no added Lead and other heavy metals

SURFACES

New or previously well-prepared painted walls, plaster, or prepared masonry surfaces.

CAUTION

- Do not apply if temperature is below 10°C or above 45°C.
- Do not apply if humidity is greater than 90%.
- Do not over-thin paint.
- Use thinned paint within 24 hours.
- Shake, stir and strain the paint before use.
- In case of eye contact, wash with plenty of water and seek medical attention.
- Tightly close the lid when not in use and store in a cool and dry place.



PREPARATION




- Surfaces to be painted must be clean, dry and free from seepage, leakage, loose old paint, dirt, dust, grease, oil, soap, wax and any other contamination.
- Remove any peeling paint, and sand these areas to feather edges smooth with adjacent surfaces.
- New plaster or masonry surfaces must be allowed to cure for 28 days before application.
- Cured plaster should be hard (non-powdery) and in sound condition.
- Growths of fungus, algae or moss should be removed by wire brushing and by washing thoroughly with potable water.
- In case of areas having excess dampness/waterproofing issues, please repair the surface before painting.
- In case there are structural cracks, please study and repair them with a Structural Engineer.
- Open non-structural cracks in V-groove and fill with cement/crack filler.
- Apply cement/acrylic putty (where needed) to fill the dents and level the surface.
- Sand and smoothen the surface with sandpaper no. 320 and wipe clean before applying paint.



APPLICATION

- ROLLER** For best results, use a Short Nap Felt Roller.
- DILUTION** Dilute JSW Paints Joie Primer Exteriors with 100% potable water.

Recommended system of application

STEP 1	1 COAT	 Joie Primer EXTERIORS	3-4 hrs dry
STEP 2	1 COAT	 Wall Putty ACRYLIC/CEMENT BASED	6-8 hrs dry then sand the Putty surface to smooth, wipe the surface to remove dust
STEP 3	1 COAT	 Joie Primer EXTERIORS	3-4 hrs dry



INFORMATION AND CARE

HEALTH, SAFETY, SECURITY AND ENVIRONMENT

- Use only with adequate ventilation during application and drying.
- Avoid contact with eyes and prolonged or repeated contact with skin.
- Do not breathe spray mist or sanding dust.
- Use disposable rubber gloves, dust mask or nose pad during application, sanding and clean up.
- Close container after each use.
- Wash thoroughly after handling.
- 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.
- No added Lead, Mercury, Chromium, Arsenic or other heavy metals.

POST PAINTING CARE

- Apply finishing coat within 7 days of primer application.

PRODUCT INFORMATION

Colours

White

KEY DATA

Coverage[^]

120 – 140 sq.ft./L/coat
11.2 – 13.0 m²/L/2 coats

Drying Time*
(30°C @ 60 R/H)

Surface Dry - 30 minutes
Recoat - 4 hours

Flash Point

N/A

Sheen Level

Matt

Vehicle Type

Acrylic

Thin with

Potable Water (100%)

Other JSW Paints Preparation Products:

JSW Paints Preparation Range offers an optimum base for the painting surface so as to ensure that the finishing coats provide a beautiful experience of painting spaces.



JOIE PRIMER INTERIORS



CEMENT PUTTY



WALL PRIMER EXTERIORS



ACRYLIC WALL PUTTY



HALO MAJESTIC EXTERIORS SILK



AURUS REGAL EXTERIORS



JOIE CLASSIC EXTERIORS



PIXA ELEGANT EXTERIORS

JSW Paints Top Coats Range:



Our extensive range of water-based emulsions are designed to capture myriad ideas of beauty and evoke a spectrum of emotions that set the perfect ambience.

JSW Paints - Think Beautiful. Every JSW Paints product works to transform beautiful thoughts to reality. Everything about the paint, its application and finish are designed to be the 'Simple-Swift-Sure' way of making homes beautiful.

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This information sheet supersedes all previous versions.

For feedback/complaints, write to Customer Care Manager, JSW Paints Ltd, Jindal Mansion, 5A, Dr. G.Deshmukh Marg, Mumbai - 400 026, India, or email at ccpaints@jsw.in or call on 1800-121-5797.

*Drying time and number of coats are dependent on temperature, humidity, surface porosity and film thickness.

[^]Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

-VOC Levels as certified by NTH. Meets VOC as per BIS Standard - IS 101 (Part 2/Sec 2)/1986 & IS 101 (Part 2/Sec 1)/1988