



# Primer Plus

DS-65437-0424

**Globally Proven  
Construction Solutions**



## 1. PRODUCT NAME

Primer Plus

## 2. MANUFACTURER

LATICRETE International, Inc.  
1 LATICRETE Park North  
Bethany, CT 06524-3423 USA

Telephone: +1.203.393.0010, ext. 1235

Toll Free: 1.800.243.4788, ext. 1235

Fax: +1.203.393.1684

Website: [laticrete.com](http://laticrete.com)

## 3. PRODUCT DESCRIPTION

A premium concentrated multi-purpose primer designed to increase bond strength and maximize the performance of self-leveling underlayments and crack isolation peel and stick membranes on multiple substrates such as concrete, gypsum, wood, and more. Formulated with nanoparticles, it penetrates deep into substrates to prevent the absorption of moisture from SLU applications. This high-performing concentrate delivers superior adhesion to ensure a long-lasting application. Easy-to-use, simply broom, roll, or spray Primer Plus and experience great coverage. For use with all NXT® and SUPERCAP® self-leveling underlayments, and FRACTURE BAN®.

### Uses

- With NXT and SUPERCAP underlayments
- With FRACTURE BAN peel and stick applications
- Interior Applications Only

### Advantages

- Universal primer for use with self-leveling underlayments and peel & stick membranes
- Multi-purpose product for use on concrete, wood, and gypsum substrates
- Provides strong adhesion for a longer-lasting application
- Penetrates deep into substrates to prevent moisture
- Easy to use with a broom, roller, or sprayer for great coverage
- Direct replacement for DRYTEK LEVELEX Primer/NXT Primer/SUPERCAP Primer Plus/FRACTURE BAN Primer

### Suitable Substrates

- Cement Backer Board
- Cement Mortar Bed
- Cement Terrazzo
- Ceramic Tile and Stone
- Concrete
- Vinyl Tile
- Exterior Glue Plywood (Interior Only)
- Gypsum Underlayments
- Oriented Strand Board (OSB)

### Packaging

4X1GAL (4X3.8L) JUG / 36 cartons per pallet  
Part #: 0921-0401-2

5GAL (19L) PAIL / 36 per pallet  
Part #: 0921-0005-2

245GAL (927.4L) TOTE  
Part #: 0921-0264-2

### Shelf Life

Containers are to be kept tightly sealed and stored in a cool, dry place. Shelf life is one year when stored properly, between 40-105 °F (4-41°C). Keep from freezing.

### Limitations

- Do not install when surface temperature is below 40°F (4°C), when ambient temperature is expected to be below 50°F (10°C) during placement or before

material takes final set or when temperature will be above 90°F (32°C).

- Adhesives/mastics, mortars and grouts for ceramic tile, pavers, brick and stone are not replacements for waterproofing membranes. When a waterproofing membrane is required, use a LATICRETE Waterproofing Membrane on top of the dry NXT and SUPERCAP underlayment.
- Do not install Primer Plus or underlayments over particleboard, chipboard, hardboard (Masonite), Luan panels, asbestos, interior glue plywood, gypsum-based patching materials, asphalt, coal tar, or lightweight insulating concrete or any other dimensionally unstable materials.
- Not for submerged applications.

### Cautions

- Read and understand the Product Data Sheet and Safety Data Sheet.
- Perform a mock-up to ensure product will perform as required.
- Check [www.laticrete.com](http://www.laticrete.com) for any technical bulletins or updated information about the product and its application.
- Primer Plus is water based.
- Wear gloves and protective goggles.
- When spraying the product, avoid breathing the fine mist and use a NIOSH approved respirator.
- Contact your local LATICRETE Technical Sales Representative with any questions.
- Keep out of reach of children.

## 4. TECHNICAL DATA

### VOC/LEED Product Information

Meets all Federal, State & Local requirements for VOC. Actual field performance will depend on installation methods and site conditions. Specifications are subject to change without notification. Technical data shown in LATICRETE product data sheets and technical data sheets are typical but reflect laboratory test procedures conducted in laboratory conditions. Actual field performance and test results will depend on installation methods and site conditions. Field test results will vary greatly due to variability of critical job site factors.

Specifications subject to change without notification. Results shown are typical but reflect test procedures used. Actual field performance will depend on installation methods and site conditions.

## 5. INSTALLATION

### Surface Preparation

- Refer to TDS230 Substrate Preparation and Primer Guide for LATICRETE Self-Leveling Products for more detailed substrate preparation instructions.
- NXT® and SUPERCAP® self-leveling underlayments shall be installed over Primer Plus once cured; typically, 1 to 3 hours after application depending on

ambient and substrate conditions. The primer turns from milky white to clear and is dry to the touch. There should be no release of primer from the substrate.

- Refer to TDS230 Substrate Preparation and Primer Guide for LATICRETE Self-Leveling Products.

### Mixing

Primer Plus is a concentrate and must be diluted with clean potable water. Dilution ratio varies depending on the substrate. Mix/stir concentrate thoroughly prior to diluting.

### Application

For proper application instructions refer to TDS230 SUBSTRATE PREPARATION AND PRIMER GUIDE for LATICRETE SELF-LEVELING PRODUCTS. Field visits by LATICRETE personnel are for the purpose of making technical recommendations only and not for supervising or providing quality control on the jobsite.

**Note:** Primer Plus can be installed over concrete that measures up to 100% relative humidity (RH) per ASTM F2170 provided there is no visible surface water on the slab. Primer Plus is not a moisture mitigation coating. If the finished flooring system requires protection from high RH in the concrete slab, use our VAPOR BAN series of moisture mitigation.

### Cleaning

All tools and equipment should be cleaned promptly with water.

### Coverage

Approximate Yield, Dilution, and Spread Rate			
SUITABLE SUBSTRATES	Approximate Yield of Concentrate per gallon	Dilution ratio per gallon = <i>Concentrate Primer : Water</i>	Approximate spread rate per Gallon diluted with water
<b>Normal Suction:</b>	400 ft <sup>2</sup> (37 m <sup>2</sup> )	1 : 3	100 ft <sup>2</sup> (9 m <sup>2</sup> )
<b>High-Suction:</b> <ul style="list-style-type: none"> <li>• Dry Concrete</li> <li>• LATICRETE SLU</li> <li>• Cement Mortar Beds</li> <li>• Gypsum underlayment</li> </ul>	200 ft <sup>2</sup> (19 m <sup>2</sup> )	<u>1<sup>st</sup> Coat</u> 1 : 5  <u>2<sup>nd</sup> Coat</u> 1 : 3	50 ft <sup>2</sup> (5 m <sup>2</sup> )
<b>Exterior Glue Plywood/OSB</b>	400 ft <sup>2</sup> (37 m <sup>2</sup> )	1 : 3	100 ft <sup>2</sup> (9 m <sup>2</sup> )
<b>Non-Suction:</b> <ul style="list-style-type: none"> <li>• Ceramic</li> <li>• Stone</li> <li>• Quarry Tile</li> <li>• VCT</li> <li>• Sheet Vinyl</li> <li>• Terrazzo</li> </ul>	200 ft <sup>2</sup> (19 m <sup>2</sup> )	1 : 1 with Slurry	100 ft <sup>2</sup> (9 m <sup>2</sup> )
<b>VAPOR BAN E VAPOR BAN ER</b>	200 ft <sup>2</sup> (19 m <sup>2</sup> )	1 : 1 with Slurry	100 ft <sup>2</sup> (9 m <sup>2</sup> )
<b>STRATA_MAT™ STRATA_HEAT™ Mat</b>	N/A	N/A	N/A
<p><b>* Do not use primer over STRATA_MAT or STRATA_HEAT Mat</b></p> <p><b>1. "Approximate total yield of Concentrate"</b></p> <ul style="list-style-type: none"> <li>• Use this column to estimate gallons of Primer Plus to purchase.</li> </ul> <p><b>2. "Approximate spread rate diluted with water"</b></p> <ul style="list-style-type: none"> <li>• This is the square footage achieved per gallon</li> <li>• Use this column to guide spread rate.</li> </ul> <p><b>3. Primer is not needed if used over moisture mitigation epoxies with sand broadcast.</b></p> <p>Example:</p> <ul style="list-style-type: none"> <li>• <b>1000 sq. ft. concrete application rated at Normal Suction are needed</b></li> <li>• 1 : 3 ratio is required, 1 gallon of Primer Plus and 3 gallons of water = 4 gallons (5 gal. pail = 20 gallons total)</li> <li>• Spread rate of this mix is 100 sq. ft. per gallon, at 4 gallons = 400 sq. ft. (5 gal. pail = 2000 sq. ft. total)</li> <li>• 1000 sq. ft. divided by 400 sq. ft. a gallon = 2.5 gallons of Primer Plus are needed</li> <li>• Use the "Approximate total yield of Concentrate per gallon" chart</li> <li>• This is used to determine how many gallons of Primer Plus are needed</li> </ul>			

**Primer Plus is sold as a concentrate**

## 6. AVAILABILITY AND COST

### Availability

LATICRETE materials are available worldwide.

### For Distributor Information, Call:

Toll Free: 1.800.243.4788

Telephone: +1.203.393.0010

For on-line distributor information, visit LATICRETE at

[laticrete.com](http://laticrete.com)

### Cost

Contact a LATICRETE Distributor in your area.

## 7. WARRANTY

See 10. FILING SYSTEM:

- LATICRETE Lifetime System Warranty (US) (English)
- Concrete Remediation 5 Year System Warranty (US) (English)
- Concrete Remediation 5 Year System Warranty (Canada) (English)
- Concrete Remediation\_10 Year System Warranty (US) (English)
- Concrete Remediation 10 Year System Warranty (Canada) (English)
- Concrete Remediation Lifetime System Warranty (US) (English)
- Concrete Remediation Lifetime System Warranty (Canada) (English)
- Concrete Remediation 5 Year System Warranty (Estados Unidos) (Español)
- Concrete Remediation 10 Year System Warranty (Estados Unidos) (Español)
- Concrete Remediation Lifetime System Warranty (Estados Unidos) (Español)

## 8. MAINTENANCE

Non-finish LATICRETE and LATAPOXY installation materials require no maintenance but installation performance and durability may depend on properly maintaining products supplied by other manufacturers.

## 9. TECHNICAL SERVICES

### Technical Assistance

Information is available by calling the LATICRETE Technical Service Hotline:

Toll Free: 1.800.243.4788, ext. 1235

Telephone: +1.203.393.0010, ext. 1235

Fax: +1.203.393.1948

### Technical and Safety Literature

To acquire technical and safety literature, please visit our website at [laticrete.com](http://laticrete.com).

## 10. FILING SYSTEM

Additional product information is available on our website at [laticrete.com](http://laticrete.com). The following is a list of related documents:

- DS 230.13: LATICRETE 1 Year Product Warranty
- DS 230.05: LATICRETE 5 Year System Warranty
- DS 230.10: LATICRETE 10 Year System Warranty
- DS 025.0: LATICRETE 25 Year System Warranty
- DS 230.99: LATICRETE Lifetime System Warranty
- TDS 230: Substrate Preparation and Primer Guide for LATICRETE Self-Leveling Products

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One LATICRETE Park North, Bethany, CT 06524-3423 USA • 1.800.243.4788 • +1.203.393.0010 • [www.laticrete.com](http://www.laticrete.com)

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