

Pigmented Primers Formulated
With **PLIOTEC™ SA40 Resins**



The Perfect Water-Based Primer

For All Types Of Masonry Substrates

PLIOTEC™ SA40, The Perfect Water-Based Primer



PLIOTEC™ SA40 at a Glance

PLIOTEC™ SA40 copolymer resin is produced by a controlled polymerization process that provides:

- Superior resistance to alkali and efflorescence
- Excellent Pigment binding capability
- Excellent adhesion to concrete and masonry
- Good water resistance
- Very low odor
- APEO-free, no added formaldehyde, low VOC demand

Resistance to Hydrostatic Pressure

Primers formulated with **PLIOTEC™ SA40** resins are ideal for exterior masonry primers and interior basement waterproofing sealers. It's odourless, has low solvent demand, and meets ASTM D-7088 standards for hydrostatic pressure resistance, making it effective against interior humidity problems.

Alkali Resistance

To test a primer's resistance to fresh cement mortar's high alkalinity, cement mortar blocks are coated with the primer after 24 hours, followed by a topcoat with an alkali-sensitive pigment. The blocks are placed on damp sand and monitored for changes.

PLIOTEC™ SA40, optimized with a PVC of 40% (PVC/CPVC ratio of 0.65), offers the best performance/cost balance for alkali and efflorescence resistance. For less critical substrates, higher PVCs can still provide good performance.



Primer formulated with
PLIOTEC™ SA 40

Same formulation with
a competitive binder

The lack of discoloration of the pink topcoat clearly demonstrates the superior barrier effect achieved with **PLIOTEC™ SA40**.

Efflorescence Resistance

Efflorescence, caused by soluble salts in substrates, is tested by applying the coating to clay bricks, leaving a few centimetres uncoated. After 24 hours, the uncoated part is immersed in a salt solution, and changes like blistering and salt deposits are observed.



**PLIOTEC™ SA40
based primer**



**Same formulation
with a competitive binder**

Main Applications

- High pigment binding efficiency
- Superior adhesion to porous masonry substrates
- Robust film formation, even under adverse conditions
- Early rain resistance
- Excellent exterior weathering (UV resistance, color retention, dirt pick-up resistance)
- APEO-free, no added formaldehyde, low VOC

Concrete Construction

Concrete is widely used in construction but is often painted before fully curing, which can cause coating problems due to its high alkalinity. Its composition— cement, water, sand, and gravel— creates a very alkaline environment (pH 13-14). Synthomer **PLIOTEC™ SA40** resin help improve masonry primers by resisting alkali and preventing efflorescence.



Paints bearing the **PLIOTEC™** logo have passed rigorous technical specifications to ensure they meet customer requirements.

Make Your Work Easier...

Choose Primers

Formulated With PLIOTEC™ Resins!



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