Pigmented Primers Formulated

With PLIOTEC™ SA40 Resins

The Perfect Water-Based Primer

For All Types Of Masonry Substrates

www.synthomer.com

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

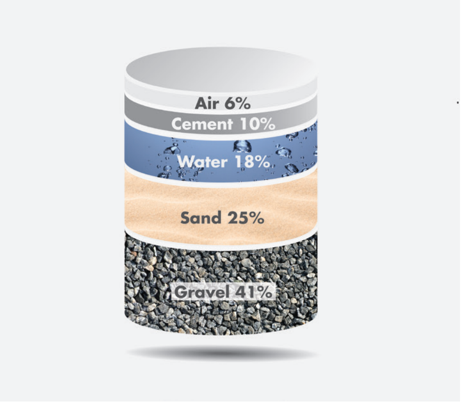
Same formulation with a competitive binder

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 commonly used in construction worldwide. Masonry coatings are essential for both decoration and long-term protection. However, due to time pressures, concrete often doesn't fully cure before painting, which can cause issues due to the aggressive nature of fresh concrete and mortar.



The Composition of Concrete

Portland cement contains alumina, silica, lime, iron, and gypsum. When mixed with water, it becomes highly alkaline (pH 13-14), causing issues like alkali burn and discoloration when painting. Synthomer **PLIOTEC™ SA40** resins help create masonry primers that resist alkali and efflores-cence.

PLIOTEC™ Resins PLIOWAY™ Resins Hydro PLIOLITE™ PLIOLITE™ Resins

A Full Range Of Speciality Resins For The Coatings Industry!

For More Information, Contact Your Dealer or:
Synthomer
10 Greycoat Place
London SW1 1SB
United Kingdom
Email: coatings@synthomer.com

PLIOTEC™ Resins

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