

ESSENTIALS LINE

2025

UNIVERSAL LATEX PRIMER COATING

PRODUCT HIGHLIGHT

RESIDENTIAL

MULTI-FAMILY

LIGHT COMMERCIAL

HEAVY COMMERCIAL

2025 is designed to prevent over-absorption of adhesives by priming most porous surfaces including floor patch, gypcrete, and acoustical concrete. This synthetic latex blend not only ensures a better bond, but also protects flooring from alkali attack.



WHY USE

- Primes porous substrates
- pH blocker, protects flooring
- No stirring/mixing required
- Fast, 1-coat, roller application
- Fast-drying formula
- Solvent and isocyanate-free
- Zero VOCs, extremely low odor
- Attractive price point
- Antimicrobial technology

COVERAGE: 300-450 ft²/gal
AVAILABLE IN: 1 and 4 gal
SHELF LIFE: 2 years



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FOR PRODUCT
INFORMATION

