

## IMPRESSION (THE WALL&CEILING PRIMER)

Information and Technical Support:  
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### **PRODUCT DESCRIPTION**

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Water-based insulating finishing layer for walls and ceilings.

- Indoors
- Exceptional covering power
- Helps avoid differences in absorption qualities of the surface
- Homogenizes the material to be covered
- Good fluidity
- Easy to use
- High longevity of the coating
- Higher coverage
- Recoverable with any type of paint
- Odour-free
- Available in 4 colours (white, grey, rose, yellow) according to the colour of the finish

### **APPLICATION AREAS**

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- Plaster and plaster-based products
- Plasterboards / gypsum tiles
- Surface on the base of hydraulic binders (cement, concrete, cement coatings)
- Brick
- Wall covering Fabric

### **SURFACE PREPARATION**

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Do not neglect surface preparation. This is an essential part in painting process which insures the longevity of the finishing coating.

Remove all the specs of dirt and scale from the area concerned with the help of an adapted cleaning agent. Rinse and leave to dry. Remove all the grease and oil traces with a water-based grease-remover. Smooth surface must be polished. There should be no trace of rustiness.

The surface must be prepared according to the general practices of a Building Code: sound, dry, cohesive and clean for application.

#### **Plaster and plaster-based products**

Leave the plaster to dry at least for 30 days. Remove all the excessive amounts of plaster/plaster-based products and foreign material.

#### **Concrete, cement, brick**

Remove all rough bits, specs of dirt and dust before placing the paint.

#### **Old paint**

Scrab and brush in order to remove all loose material.  
Seal the cracks and sand if necessary.

**Other surfaces:** Please, contact us.

## APPLICATION

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Follow the recommendations for surface preparation before placing the paint. Place a layer of IMPRESSION using a paintbrush, a roller or a spray gun. Normally it is not necessary to dilute the paint (10% maximum is tolerated). Do not apply the paint under direct sunlight. The temperature at application must be between 6 °C and 34 °C.

**Theoretical coverage:** 8 to 12 m<sup>2</sup>/l

**Drying time:** Away from dust - 1 hour  
Recoverable - 12 hours

To use with an Airless:

Pressure Airless: +/- 10 MPa (= 100 atm.)

Nozzle: 0.011" – 0.013"

No dilution is necessary. Dilution of 5 % maximum is tolerated.

**Our advice:**

Select an adapted IMPRESSION by Mercadier depending on a preferred finish colour:

- Grey: FARSI, MALOSSOL, MAZARIN, OPIUM, PRINCE, RIGOLETTO, VELVET
- Yellow: ALICE, NACHOS, ROMANESCO, STAR FRUIT, TOFFEE, TATIN, BERTHE, RIO DULCE
- Rose: BRAVO!, CALYPSO, COCORICO, GERONIMO, KARMA, KIR, PITAYA, TANGERINE, TSAR, BOURKE
- White: OTHER COLOURS

## CLEANING

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Immediately after use wash your hands and clean the tools with water and soap.

## CHARACTERISTICS

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Basic data for white paint at 20 °C

**Density:** 1.45 g/cm<sup>3</sup>

**Weight solids:** +/- 61 % of the mass

**Volume solids:** +/- 47 % of the volume

**Recommended thickness of dry film:** 70 micrometers

**Recommended thickness of wet film:** 150 micrometers

**Flashpoint:** /

Storage: To be stored in an original packaging in a cool place: 12 months maximum.

## APPLICATION CONDITIONS

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Temperatures: > 3°C, < 40 °C (air, surface, equipment and materials)

Relative moisture of the surface: 85 % maximum

## HYGIENE AND SAFETY

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Keep out of children's reach.

Volatile Organic Compound (VOC):

VOC amount in this paint is very low.

Exposure limit value according to the norm N.°2010/79/UE: Class A: 30g/L

This product contains 30g/L maximum.

- VOC Emissions:



In accordance with the new French regulations that establish limit value for the VOC (Volatile Organic Compound) present in construction materials, this product MERCADIER respects the environment. This regulation states that construction and decoration products must be provided with a label indicating the level of volatile organic compound emission in a simple and readable way. We have the pleasure to confirm that this product is A+ (the lowest possible VOC emission value).

Water-based product, not subjected for labelling.

Safety data sheet: contact us.

***The information contained in this document is indicative and must be completed with an appropriate description of nature and state of the surface.***