



KWIK-Key

General-Purpose Latex Primer

PRODUCT OVERVIEW

KWIK-Key is a general-purpose latex primer that improves the adhesive strength, water and abrasion resistance, flexibility, and workability for all cementitious plasters, mortars, cement adhesives, as well as gypsum-based products. It also improves the adhesive strength for smooth, dense surfaces or extremely porous surfaces.

FEATURES

[Datasheet](#)

- ✓ Surface Preparation
- ✓ Improves Strength
- ✓ Improves Water-Resistance
- ✓ Chemical-Resistant
- ✓ Strong Adhesion
- ✓ Durability and Flexibility
- ✓ High-traffic areas

TECHNICAL DATA

PROPERTY

Colour	Milky White
Drying Time	4-8 hrs
Touch Dry	2-3 hrs
Curing Time	24 – 48 hrs
Coverage	1 L per 5m2 with block brush on fully cured substrate.
Wet Film Build	1.4 – 2 mm
Shelf Life (appropriate storage)	6 – 12 months – sealed container
Packaging	5Lt plastic jerry can, 20Lt plastic bucket with pourer insert



SURFACE PREP

To be used with gypsum and cement plasters, mortars and renders.



Substrates must be sound, clean, dust-free, and free from all traces of oil, curing compound, gypsum, paint, or laitance.



All varnish, sealers, polish, and previous coatings must be removed before priming occurs.

APPLICATION

For extremely porous or absorptive surfaces

①



Prime the surface with KWIK-Key (neat) and allow the coat to dry before applying adhesive.

②



Apply the initial coat vertically with a block brush and let it cure for 3 hours.

③



Apply a second layer of the slurry horizontally and let it cure for a minimum of 12 hours.

CURING

For best results, make sure your surfaces are properly cured:

NEW CONCRETE

✔ Let it cure for **6 weeks**

NEW SCREED

✔ Let it cure for **4 weeks**

NEW BRICKWORK

✔ Let it cure for **4 weeks**

NEW RENDER

✔ Let it cure for **2 weeks**

For very smooth and dense surfaces, such as existing tiles or power-floated floors

④



Prime with a slurry of 1 part KWIK-Key to 2 parts tile adhesive or 1.5 parts KWIKBUILD Cement (by volume).

⑤



Apply the initial coat of the slurry vertically with a block brush. and let it cure for 3 hours.

⑥



Apply a second layer of the slurry horizontally and let it cure for a minimum of 12 hours.

⑦



Apply KWIK-Key evenly with a block brush and let it dry fully before adding adhesive, screed, or plaster.

Packaging

✔ 5Lt Plastic Jerry Can

✔ 20Lt Plastic Bucket With Pourer Insert

STORAGE

Store in dry, internal conditions with temperature conditions.

SHELF LIFE

Shelf life is **12 months** from the date of manufacture.

SAFETY

Wear rubber gloves as tile adhesive may cause skin irritation. Always work in a well-ventilated space. Wear protective eyewear and a dust mask. Keep out of reach of children. Do not ingest. Dispose of responsibly, adhering to municipal regulations.

QUALITY

KWIKtile products are free from manufacturing defects and fit for design purposes, subject to proper use and good workmanship.

IMPORTANT NOTICE

KWIKtile believes the information provided is accurate but does not guarantee its completeness. Always test products to ensure suitability for your intended use. Users assume all risks and liabilities during testing and use. In special cases, seek professional advice. KWIKtile's only obligation is to replace any product proven defective in material.

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