

FIRED EARTH™

THE FUTURE OF PAINT TODAY

PRIMER PRODUCTS

interior & exterior priming products



01



WATER
BASED



LEAD CONTENT
< 90 PPM



INTERIOR &
EXTERIOR USE



TOUCH DRY
2 HOURS



4 - 6 m² PER LITRE
PER COAT



10 YEAR
GUARANTEE

FIRED EARTH™

THE FUTURE OF PAINT TODAY

ALL-IN-ONE

Fired Earth All-in-One water based Nano-Tech plaster primer is a high quality pigmented, alkali resistant primer, penetrating sealer and undercoat for sound cement, cured gypsum plaster, concrete and brick substrates.



white

Available in 1 L, 5 L & 20 L

FIRED EARTH™

THE FUTURE OF PAINT TODAY

BONDING LIQUID

Fired Earth Bonding Liquid water based Nano-Tech is an alkali-resistant penetrating bonding sealer for a wide range of friable surfaces such as gypsum and cement plasters.



02



WATER
BASED



LEAD CONTENT
< 90 PPM



INTERIOR &
EXTERIOR USE



TOUCH DRY
2 HOURS



7 - 10 m² PER LITRE
PER COAT



10 YEAR
GUARANTEE

Available in 5 L & 20 L

03



WATER
BASED



LEAD CONTENT
< 90 PPM



INTERIOR &
EXTERIOR USE



TOUCH DRY
2 HOURS



4 - 6 m² PER LITRE
PER COAT



7 YEAR
GUARANTEE

FIRED EARTH™

THE FUTURE OF PAINT TODAY

PLASTER PRIMER

Fired Earth Plaster Primer water based Nano-Tech is a high quality pigmented, alkali resistant primer, and penetrating sealer for sound cement, cured gypsum plaster, concrete and brick substrates.



Available in 5 L & 20 L

FIRED EARTH™

THE FUTURE OF PAINT TODAY

PLASTER PRIMER

Fired Earth Plaster Primer is a new generation solvent based, alkali resistant plaster primer which has excellent adhesion, binding power, water and weather resistant for interior and exterior areas.



white



SOLVENT
BASED



SUPER
ADHESION



INTERIOR &
EXTERIOR USE



TOUCH DRY
2 HOURS



4 - 8 m² PER LITRE
PER COAT



10 YEAR
GUARANTEE

Available in 1 L, 5 L & 20 L

05



WATER
BASED



LEAD CONTENT
< 90 PPM



ALKALI
RESISTANT



INTERIOR &
EXTERIOR USE



TOUCH DRY
2 HOURS



10 m² PER LITRE
PER COAT

FIRED EARTH™

THE FUTURE OF PAINT TODAY

PLASTER BOND & KEY

Fired Earth Plaster Bond & Key is a non-flammable, ready to use styrene-butadiene co-polymer liquid for use as a plaster key imparting excellent bond strength, water resistance and flexibility when used with cementitious plasters. When mixed with Portland cement, it provides shrink and crack free benefits to the surface.



Available in 1 L, 5 L & 20 L

FIRED EARTH™

THE FUTURE OF PAINT TODAY

UNIVERSAL UNDERCOAT

Fired Earth Universal Undercoat is a quality alkyd-based undercoat for use over a wide range of primers. Provides a sandable surface for optimum appearance and improves the overall paint system hiding and adhesion properties.



white



SOLVENT
BASED



SUPER
ADHESION



HIGH
OPACITY



INTERIOR &
EXTERIOR USE



TOUCH DRY
2 HOURS



4 - 8 m² PER LITRE
PER COAT

Available in 1 L, 5 L & 20 L

07



WATER
BASED



LEAD CONTENT
< 90 PPM



SUPER
ADHESION



INTERIOR &
EXTERIOR USE



TOUCH DRY
4 - 6 HOURS



6 - 8 m² PER LITRE
PER COAT

FIRED EARTH™

THE FUTURE OF PAINT TODAY

METAL PRIMER

Fired Earth Metal Primer water based is a high quality pigmented anti-corrosive primer for prepared clean, grease free, dry mild and galvanised steel.



Available in 1 L & 5 L



white

grey

green

red

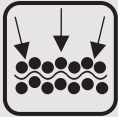
grey

black

09



**SOLVENT
BASED**



**EXCELLENT
PENETRATION**



**INTERIOR &
EXTERIOR USE**



**TOUCH DRY
6 HOURS**



**8 - 10 m² PER LITRE
PER COAT**



**7 YEAR
GUARANTEE**

FIRED EARTH™

THE FUTURE OF PAINT TODAY

WOOD PRIMER

Fired Earth Wood Primer is a solvent based linseed oil-modified alkyd for wood. The linseed oil content provides a penetrating binder effect into the surface of the wood and improves primer adhesion. It is designed specifically for use on interior and exterior new and unpainted hard and soft wood before applying a paint topcoat and can also be used on chipboard.



Available in 1 L & 5 L

FIRED EARTH™

THE FUTURE OF PAINT TODAY

CHECK LIST

Did you remember?

- ✓ A ladder
- ✓ Paint scraper
- ✓ Filler
- ✓ Sandpaper
- ✓ Rags
- ✓ Gloves
- ✓ Sugar soap & a bucket
- ✓ Brushes
- ✓ Rollers and refills
- ✓ Drop sheets
- ✓ Masking tape
- ✓ Painting tray
- ✓ Enough paint for the job
- ✓ Turpentine or lacquer thinners

FIRED EARTH™

THE FUTURE OF PAINT TODAY

Primer product range:



Please note colours are represented as accurately as print processes allow. The final painted colours may depend on surface conditions, previous surface treatments and the effect of light and shade. Try a test area first. To ensure that colours are consistent check that batch numbers correspond. The colours depicted in the photographs may vary from the actual paint colour due the effect of light, the printing process, ink limitations and paper finishes. Please consult the Fired Earth in-store paint boards. **E&OE**

Exclusive to

