



# Snowcem

## P A I N T S

# SNOWCEM PLUS

## PREMIUM WATERPROOF CEMENT PAINT

### PRODUCT DESCRIPTION

SNOWCEM PLUS is Premium Waterproof Cement Paint, specially formulated for better brushability, easy mixing and application, longer pot life and extra covering capacity. Snowcem Plus Premium Waterproof Cement Paint the best protective cement paint coat against moisture, salinity and decay causing bacteria. Snowcem Plus Premium Waterproof Cement Paint for better utility- more saving. Snowcem Plus Premium Waterproof Cement Paint is based on white Portland cement and additives that enhance ease of application and water repellency. It contains pigment that are resistant to heat & light. It requires addition of water only in one stage. Mixing is thus much easier. Can be Used as Basecoat also.

### SURFACE PREPARATION

#### PLASTER

New masonry surfaces must be allowed to cure completely. It is recommended to allow 28 days as the curing time for new masonry surfaces.

#### CLEANING

Ensure the surface is completely free from all dirt, loosely held plaster, powdery residue, oil grease or any other contamination. Any previous growth of fungus, algae or moss needs to be removed thoroughly by vigorous wire brushing and cleaning with water. One Coat of SNOWCEM BLOWWASH is recommended to prevent further growth of algae, fungus or moss.

#### FILLING THE CRACKS, HOLES & DENTS

For filling cracks upto 3mm, holes and dents use Snowcare Wall Putty or White cement and fine sand in the ratio 1:3 For exterior surfaces or substrates that are subjected to continuous seepage or dampness, kindly get the repairs done before the application.

### APPLICATION RECOMMENDATION

- Concrete surfaces.
- Wall & fiberboards.
- Asbestos cement sheets.
- Cement/lime/Sand renderings
- Rough cast & pebbledash
- Sand lime bricks.
- Stock or facing bricks.
- Concrete blocks & bricks.
- Clinker & other light weight concrete blocks.
- Decorative cement products.
- Concrete precast units.

### RECOMMENDED PRIMER

SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT is can be applied on the surfaces. To improve its adhesive properties, especially on smooth wall surfaces or bricks with sulphates, old cement paint surface, distempers, lime blocks & smooth non absorbent cement surfaces, CEMPROVER cement primer mixed with an equal measure of clean water should be applied as priming coat.

Use of CEMPROVER is also recommended in extremely hot condition before application of SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT to any surface. When thoroughly dry, 2 coats of SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT can be applied. It helps reduce efflorescence effect to some extent if a prime coat of CEMPROVER is given before application of SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT.

### PRE PAINTING CARE

Pre-wet surface to be painted with clean water and allow the water to run off. Loosen the contents of SNOWCEM PLUS each sack of by rolling the sack before opening for the first time. Cut open the multi walled sack of SNOWCEM PLUS to be used. Apply properly mixed SNOWCEM PLUS with a good quality brush. Application should be wetted from bottom to top with a fine water spray. Do not use saline water for curing surfaces painted with SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT.



### PRODUCT FEATURES

- High strength
- Breathable paint
- Superior brushability
- Reflects heat.
- Economical protection
- Provide a durable, waterproof surface.
- Repels rain on external surfaces & prevents penetration of damp.
- Forms hard surface, which gets harder with time.
- Greater coverage & lesser labor cost because of its superior brushability.
- Has longer pot life compare to other cement paints.
- More quality of paint can be mixed at time.
- When applied & cured according to instructions, it will not flake or peel off.

### COLOURS AVAILABLE

**WHITE\* & 30+** standard shades & given special shades as per requirement.



### MIXING RATIO

To one volume of fresh water in a clean container add equal volume of SNOWCEM PLUS (1:1) and stir well to get uniform consistency. No further dilution is required and SNOWCEM PLUS is ready for application.



### COVERAGE

Varies according to the porosity and texture of the surface. When mixed to normal consistency, approximate covering capacity of SNOWCEM PLUS is as follows.



Surface	Coverage in Sq./ft./kg./coat approx
Rough cast & pebbledash	22-36
Concrete blocks	35.2-60
Suitable brickwork	36.2-64
Rendering- cement/sand	44-64
In-situ concrete	64-81
Wall & fibre boards	55-90

### AVAILABLE PACK SIZES

The pack sizes available for SNOWCEM PLUS is 25 kg & 5 kg in laminated synthetic sacks & 1 kg in poly pouches. All our packing has Snowcem Paints Hologram, a mark of genuineness. Please preserve batch number and cash memos for future reference. SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT empty sacks should be destroyed.





# Snowcem P A I N T S

## SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT

### PAINT APPLICATION PROCESS

APPLICATION	RECOATING PERIOD
STEP 1 <b>PRE WETTING</b>	Pre-wet the surface with clean water, wait for 30 min.
STEP 2 <b>CEMPROVER</b> CEMENT PRIMER (1:1) DILUTED WITH WATER	6-8 hours depending upon climatic condition.
STEP 3 <b>SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT</b> BRUSH / SPRAY	12-18 hrs
STEP 4 <b>WETTING WITH WATER</b> FINE SPRAY OF WATER	Wait for 30 min.
STEP 5 <b>SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT</b> BRUSH / SPRAY	12-18 hrs
STEP 6 <b>WETTING WITH WATER</b> FINE SPRAY OF WATER	1 or 2 curing required for completely setting of paint.

1. Recoat period is quoted for 25°C and 50% Relative Humidity; these may vary under different conditions.

### TECHNICAL DETAILS

<b>Nature</b>	Fine powder form
<b>Base</b>	White Portland cement and other additives
<b>Colour</b>	Available in many attractive shades.
<b>Finish</b>	Beautiful matt finish.
<b>Mode of application</b>	Either to be brushed or sprayed
<b>Curing</b>	1 <sup>st</sup> & 2 <sup>nd</sup> coat should be cured properly.
<b>Drying Time</b>	6-8 hours depending on climatic conditions.
<b>Recoating period</b>	12-18 hours depending on climatic conditions.
<b>Shelf life</b>	1 year
<b>DFT</b>	50-60 microns

### HANDLING & STORAGE

Keep sacks airtight during handling and storage to avoid loss of material. Store SNOWCEM PLUS in a cool dry place and also protect it from extreme climatic conditions during storage, in transit and at site.

### IMPORTANT PRECAUTIONS

- SNOWCEM PLUS is not recommended for external application to common bricks unless these bricks are dry at the time of application and design of the structure affords maximum protection from moisture penetration.
- It cannot be applied directly on surfaces containing gypsum plaster, chunam, lime washes, oil paint, varnishes, oil bound distemper or emulsion paints.
- On chunam and lime wash surfaces, SNOWCEM PLUS can be applied after completely removing chunam/lime by wire brush and washing it down with water and then applying a coat of CEMPROVER cement primer.
- On CEMPROVER primed surfaces no pre-wetting is required for the 1st coat application SNOWCEM PLUS. Normal curing after 1st and 2nd coat should be followed. Surfaces with oil or resin based paints should not be painted with SNOWCEM PLUS.
- SNOWCEM PLUS provides excellent protection against rain, water etc. It is therefore not advisable to use any waterproofing chemical as basecoat, additive or topcoat. Use of lime wash, white cement or any cement paint other than SNOWCEM PLUS as base coat is not recommended.
- Inter mixing of shades is also not recommended. An aquamarine shade is liable to fleet thus use only for interiors. Use of dark shades is not recommended over large unrelieved areas as efflorescence may appear more prominently on dark shades. Dark shades require more curing than light shades.

#### Corporate office:

3rd Floor, Agrima Business Centre, N. K. Mehta International House, 178, Backbay Reclamation, Babubhai Chinai Marg, Mumbai - 400 020. Maharashtra, India.

#### Branches:

Ahmedabad | Bangalore | Ghaziabad | Jaipur | Kochi | Kolkata | Mumbai | New Delhi | Pune | Secunderabad

#### CFA Locations:

Cuttack | Indore | Jamshedpur | Kanpur | Nagpur | Raipur | Salem | Visakhapatnam

Eco-friendly Commitment: All products of Snowcem Paints are Lead, Chromium and Mercury free

Please consider the environment before printing it.

### GREEN BUILDING PARAMETERS

SNOWCEM PLUS qualifies for  
"GREEN BUILDING CRITERIA"

#### REFERENCE

Type of Paint	LEEDS*	TERI GRIHA*
Exterior Flat	100 g/l VOC	100 g/l VOC

As per IS 15489 : 2004, Section 6.12.2.1 specifies the "product not to contain more than 5%, by mass, Volatile Organic Compounds"

\* LEED - Leadership in Environment and Energy Design, USA.  
# TERI - The Energy and Resource Institute, India.  
GRIHA - Green Rating Integrated Habitat Assessment.

#### VOLATILE ORGANIC COMPOUNDS SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT

contains ZERO VOC.



#### HEAVY METALS

SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT does not contain harmful compounds like formaldehyde, phenolic compounds, benzene, etc.



#### HAZARDOUS CHEMICALS

SNOWCEM PLUS PREMIUM WATERPROOF CEMENT PAINT is free from lead, chromium (VI), cadmium, mercury and its compounds.

