

Product and Supplier Names

Maxxon® Fortify Primer®
Maxxon Corporation
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Product Description/Use

Maxxon Fortify Primer is a high-performance, single component acrylic primer designed to enhance bond of underlayments or floor coverings to the existing substrate. Its composition also allows the primer to consolidate old, soft or dusty gypsum underlayments. Maxxon Fortify Primer is ideal for use when surface bond strength is essential.

Maxxon Fortify Primer is acceptable to use over all concrete and gypsum toppings for priming prior to underlayment or flooring installation.

FEATURES:

- Strengthens surface of old, soft or dusty gypsum underlayments
- Fast and easy installation and reapplication
- Ready for use straight from the pail or by simply diluting with water

Packaging

Product Number 13025
Package Type Pail
Package Size 5 gal. (18.93 L)
Coverage:
Gypsum Consolidator 80 ft²/gal
Premier Primer 300 ft²/gal

Technical Data

VOC Less than 1 g/L
Volume Solids 30%
1st Coat Dry Time at 70 °F (50% Humidity) 4 hours
2nd Coat Dry Time at 70 °F (50% Humidity) 60 minutes
Foot Traffic when 2nd coat is dry

Installation

TOOLS NEEDED: Vacuum such as a shop vac, wire bristled deck brush, handheld airless type spray tool, 3/8" nap roller

PREP: Maxxon Fortify Primer can be applied in temperatures between 50-100 °F (10-38 °C) provided the temperature is at least 5 °F above the dew point throughout installation.

Determine product suitability by applying Maxxon Fortify Primer to a small discreet area. Ensure the surface to be treated is free from dust, dirt, visible oil, sludge and any other identifiable surface contaminant prior to application. Mechanical removal systems are acceptable.

Prior to installing Maxxon Fortify over soft gypsum, it is important to ensure that the surface is dust free and absorbent. Using a wire bristled deck brush (or other mechanical means), forcefully brush the floor in a crosshatch pattern, removing loose or dusty underlayment and open up the surface, increasing absorptiveness. Vacuum up dust with a shop vac.

Protect all adjacent surfaces not intended for treatment.

APPLICATION AS A GYPSUM CONSOLIDATOR (most common application):

MIX RATIO: For First coat – dilute Maxxon Fortify Primer 1-part water per 1 part concentrate. Second and any subsequent coats should not be diluted.

APPLICATION: Do not flood coat or overwork the surface with the microfiber mop. Using an airless sprayer, apply Maxxon Fortify Primer in a light, even, crosshatch pattern at a rate of approximately 60 ft²/gallon, or until rejection. Rejection can be observed when a thin layer of white Fortify Primer begins remaining on the surface for at least several minutes. If puddling occurs in some regions, back roll with a 3/8" nap roller. The coverage rate may vary based on the absorptivity and porosity of the gypsum subfloor and can range between 40 to 100 ft²/gallon. After first coat has dried (approximately 2-4 hours), apply a second coat of Maxxon Fortify Primer in a light, even coat at a rate of 160 ft²/gallon. The coverage rate may vary based on the absorptivity and porosity of the gypsum subfloor and can range between 100-200 ft²/gallon. Maxxon EZ Underlayment can be installed after last coat is dry to the touch.

APPLICATION AS A BONDING AGENT (PRIMER) FOR MAXXON EZ UNDERLAYMENTS OVER WOOD SUBFLOORS OR EXISTING GYPSUM:

MIX RATIO: For first coat – dilute Maxxon Fortify Primer 2:1 (2 parts water to 1 part concentrate. Do not dilute second coat.

Using an airless sprayer, apply Maxxon Fortify Primer to the wood subfloor and to the exposed edge of the existing underlayment at a rate of approximately 300 ft²/gallon.

When Primer is dry to the touch, apply a second, non-diluted coat at the same rate. The Maxxon EZ Underlayment can be poured once the second coat is dry to the touch.

APPLICATION AS A HIGH-PERFORMANCE PRIMER FOR FLOOR COVERINGS OVER GYPSUM OR LIGHTWEIGHT CONCRETE UNDERLAYMENTS:

MIX RATIO: Dilute Maxxon Fortify Prime 3:1 (3 parts clean, potable water to 1-part concentrate).

Using an airless sprayer, apply Maxxon Fortify Primer to the existing gypsum or lightweight concrete subfloor at a rate of approximately 300 ft²/gallon. Floor Goods can be installed following manufacturer's recommendations once the primer is dry to the touch.

Storage and Disposal

Store in a cool, dry area out of direct sunlight. Maxxon Fortify Primer must be kept in tightly secured containers to prevent evaporation and contamination. Protect from freezing. Maxxon Fortify Primer that has frozen will not function as intended and should be discarded.

Dispose of waste by following federal, state and local regulations. If spill occurs, clean up with potable water.

Warranty, Availability and Technical Services

See our website for complete warranty information. Technical performance verification and service is available through Maxxon Corporation or Maxxon Regional Representative throughout North America.