

Press Release  
May 20<sup>th</sup> 2011

## New Versatile Primer from Mapei is Ready to Go

*Mapei has released the multi-purpose primer and adhesion promoter Eco Prim Grip. It is a ready-to-use product suitable for renders, smoothing / levelling compounds and existing glazed ceramic tiles. It can be applied both internally and externally for floors and walls and carries Mapei's 'Green Innovation' logo which means that it contains an extremely low emission level of volatile organic compounds (VOC).*

**Eco Prim Grip** is ready-to-use with no dilution required and may also be stored without taking particular precautions. It may be applied to the substrate by brush or roller. It guarantees a rough keying surface ideal for render, smoothing and levelling compounds, thus ensuring an excellent bond which is resistant to water and ageing. **Eco Prim Grip** adheres well to both smooth substrates and substrates with low absorbency. On permeable surfaces it reduces and evens out water absorption.



**Eco Prim Grip** is versatile in its application. Once dry, it guarantees a tough bond with most cement based adhesives on various types of substrate: concrete, lightweight cellular cement blocks, bricks, stone, plasterboard, wood, ceramic, metal, render and gypsum. In addition to this **Eco Prim Grip** also bonds well when applying smoothing and levelling compounds on old internal ceramic, terrazzo and natural stone floors and when laying ceramic and natural stone floors directly on top of existing ceramic floors.

For more information about Mapei products and solutions call 0121 508 6970 or email [technical@mapei.co.uk](mailto:technical@mapei.co.uk). Technical data sheets are also available online at <http://www.mapei.co.uk>.

**Ends**

### Notes to editors

Mapei is the world's largest manufacturer of adhesives, sealants and chemical products for building. With over 70 years experience, Mapei is a specialist in the production of quality products for the installation of all types of wall and floor coverings, and has a vast range of admixtures and repair products for concrete and building materials.

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