

PRODUCT DATA SHEET P77



P77 Alkali Resistant Primer for Underlayments

Product Overview

BenchMark P77 is a concentrate bond enhancing acrylic copolymer primer technology designed for maximum versatility on porous substrates. Its advanced formula provides a superior bond for self-leveling underlayments (SLUs) and features an exceptional resistance to high-alkali environments. Designed with the installer in mind, P77 offers low-VOCs, fast drying times, and easy handling.

Features & Highlights

- **Fast Drying:** Allows for the application of SLU in as little as 45–90 minutes.
- **Versatile:** Suitable for a wide variety of porous (e.g., concrete, gypsum) substrates.
- **Alkali Resistant:** Prolonged resistance to environments with an elevated pH.
- **High Coverage:** High solids content allows for dilutions that provide exceptional coverage rates.
- **Environmentally Friendly:** Low odor and Zero/Low-VOC (39 g/L).

Property	Value
Polymer Type	Advanced Acrylic Copolymer
Color	White
Time to Dry (before SLU)	45–90 minutes (Temp & Humidity dependent)
Open Time (after dry)	Up to 48 hours (must be kept clean)
Application Temp	50°F to 90°F (10°C to 32°C)
VOC Content	< 39 g/L
Shelf Life	24 months from date of mfg (protect from freezing)

Coverage Rates

- **Porous Substrates (1:1 to 3:1 Dilution):** up to 200 sq. ft. per gallon after dilution, depending on substrate porosity. Persons unskilled in substrate assessment must consult technical to ensure pin hole/volcano free surfaces. (Applied by soft tip broom).

Application Guidelines

Surface Preparation

1. **Condition:** All surfaces must be dry, sound, stable, and clean.
2. **Removal:** Mechanically remove weak surfaces, bond breakers (silicates, curing compounds, oils), and dust.
3. **Vacuum:** Always perform a final cleaning via vacuum to ensure no debris remains.
4. **Adhesives:** Not for use over water-soluble or pressure-sensitive adhesives. These must be removed prior to priming.



Mixing

- **Homogenize:** Briefly mix P77 with a low-speed (300 rpm) mixer for ~30 seconds to address any settling.
- **Dilution:** When dilution is required, mix again for 1 minute after adding water.
- **Maintenance:** Remix diluted material if it has sat for more than 24 hours.

Absorbent Substrates (Concrete & Gypsum)

- **Dilution:** Typically 2:1 to 10:1 (Water:Primer).
- **Method:** Use a fine-tip push broom to work the primer into the pores. Roller and/or spray applied primer will impair performance.
- **Tip:** Ensure the substrate stays wet for at least 15 minutes. If it "flash dries," additional dilution (up to 6:1 or 10:1 for gypsum) may be required.

Contact & Support

- **Technical Services:** info@benchmarkcements.com | www.benchmarkcements.com
- **Support Line:** 778.879.7925