

TECHNICAL DATA SHEET

PrimeMore MVS

14/11/25

PrimeMore MVS is a ready to use, water-based primer designed to suppress residual construction moisture in cementitious subfloors with relative humidity levels of up to 95%, and in heated cementitious screeds up to 85% RH. Applied in two coats, it forms a protective layer that impedes the passage of moisture, allowing earlier installation of floor coverings. To enhance visibility during application and ensure full, even coverage, PrimeMore MVS is pigmented purple.



Technical Information

Pack sizes	5kg & 10kg
Colour	Purple
Application temperature (air and background)	≥ 10°C
Drying time (@ 20°C)	First Coat: Approximately 20 minutes Second Coat: Approximately 30 minutes
Coverage per two coat application	Up to 4m ² / kg

Areas of Use

Floors	Interior	Domestic and Commercial
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Background and Surface Preparation

Ensure the subfloor contains an effective structural damp proof membrane and has sufficient surface strength. All surfaces must be dry, clean, sound and free from contaminants that could impair adhesion, such as dust, dirt, oil, grease, laitance, and curing agents. Rough or uneven concrete and cementitious screeds should be pre-smoothed using a moisture tolerant Kelmore levelling and smoothing compound.

Suitable Subfloors

Cementitious Screeds (inc. Heated)

Concrete

Guidance Notes for Suitable Subfloors

Prime the following subfloors with two coats of PrimeMore MVS. Apply the first coat in one direction. Once touch dry, apply the second coat at right angles to the first.

CEMENTITIOUS SCREEDS

- Ensure the screed has an effective structural DPM and the residual construction moisture content is no greater than 95% RH.

HEATED CEMENT:SAND SCREED

- Commission from 3 weeks after screed installation and before work commences.
- Heat slowly at a maximum rate of 5°C per day until the maximum operating temperature is reached.
- After commissioning, continue to run the underfloor heating until the screed is confirmed to be no greater than 85% RH.

- For proprietary screeds, follow the manufacturer's recommendations for commissioning and preparation.
- Switch off underfloor heating 48 hours prior to commencing work.

CONCRETE

- Ensure all concrete, including power floated concrete, has an effective structural DPM and the residual construction moisture content is no greater than 95% RH.
- Power floated concrete should be mechanically prepared by suitable means to achieve a clean, sound, micro-textured, dust-free surface.

KELMORE'S MOISTURE TOLERANT LEVELLING AND SMOOTHING COMPOUNDS

- LevelMore Absolute 30, LevelMore Pro and LevelMore Flex&Fibre are all moisture tolerant and can be used to pre-smooth subfloors prior to applying PrimeMore MVS.

Application

Stir the contents before use. Apply PrimeMore MVS in two coats to the prepared background using a medium pile roller. Ensure both coats are applied evenly - not exceeding 4m²/kg per two coat application - and that the entire area is fully covered.

Apply the first coat in one direction. Once touch dry, apply the second coat at right angles to the first. Allow the second coat to thoroughly dry, ensuring the final coating is tack-free, continuous, even and free from pinholes.

If any pinholes or thin patches are visible after drying, apply an additional coat.

Drying

Times can vary based on the background's porosity, the ambient temperature and humidity.

At 20°C:

The first coat will typically be touch dry in 20 minutes.

The second coat will typically be touch dry in 30 minutes.

Please note that higher temperatures and low humidity will accelerate drying, whilst lower temperatures and high humidity will delay it.

Coverage

Coverage will vary dependent on the texture and porosity of the background. The table below shows the approximate coverage when applying two coats to a smooth subfloor.

Pack Size	Two Coat Application Coverage
5kg	Up to 20m ²
10kg	Up to 40m ²

Levelling and Smoothing

Once the second coat of PrimeMore MVS has dried, apply a suitable Kelmor levelling and smoothing compound at a minimum thickness of 3mm within 24 hours. If this time frame is exceeded, an additional coat of PrimeMore MVS must be applied and allowed to dry before proceeding with the application of the compound.

Notes:

- PrimeMore MVS can only be used where an effective structural damp proof membrane is present.
- PrimeMore MVS should only be applied when both the air and background temperatures are 10°C or higher.
- Movement joints must not be bridged with PrimeMore MVS. They must be maintained through to the floor finish using a suitable flexible, impervious jointing system.

Cleaning: All tools should be cleaned with water after use and before the product dries.

Health and Safety: For full details, please refer to the Safety Data Sheet, available at www.kelmor.co.uk or by contacting Kelmor Ltd.

Storage and Shelf Life: When stored in unopened packaging, off the ground, and in temperatures between 5°C and 25°C, this product has a shelf life of 12 months.

BS 8203: PrimeMore MVS should be used in conjunction with work carried out under the British Code of Practice for the Installation of Resilient Floor Coverings.

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