



VISUAL MAGNETICS GRAPHIC SYSTEM®

VM-ActiveWall®

Micro-Iron® Latex Primer

Visual Magnetics® ActiveWall® commercial grade Micro-Iron® Latex primer is a latex, water-based primer used to activate wall surfaces that will receive InvisiLock® magnet. The primer is designed specifically for use in dynamic wall space applications with the Visual Magnetics Graphic System®. Visual Magnetics 2-sided InvisiLock flexible roll magnet is applied over the ActiveWall primer coat allowing MagnaMedia® to be layered and quickly changed. InvisiLock eliminates the need for using adhesives or other hardware that could damage the wall surface. ActiveWall surfaces can be overcoated with any color of interior wall paint while maintaining their magnetic receptive properties.



Features and Benefits

- 100 square foot per gallon coverage.
- Primer is low odor, non-toxic, low VOC, and lead free.
- Water based for easy application clean up.
- Suitable for limited outdoor use.
- Attracts indefinitely.
- Can be coated over with 6 layers of topcoat paint before reactivation is required.
- Made in the USA.

Physical Data

Color	Black
Viscosity	137 KU
Solids by Weight	82%
Weight Per Gallon	20.80 LBS
pH	8.3
Fire Rating	Class A (ASTME-84-98)

Products / Sizes

PRODUCT CODE	AVAILABLE SIZES
VMAWPQ-01QRT	1 quart
VMAWP1-01GAL	1 gallon
VMAWP3-03GAL	3 gallons

Required Tools for Installation

- 3/8" nap roller (foam roller not recommended).
- Painting pad or brush for cutting in.
- Wide metal putty knife or trowel for smoothing.
- Optional airless spray system with 5-17 tip.
- ActiveWall® may be thinned with water.

Installation Surface Preparation

- Clean surface and verify that the area is free of grease oil, dirt, and other contaminants.
- Surface must be smooth for best results.

VM-ActiveWall® (Continued)

Recommended Application Instructions

- Mix the ActiveWall primer thoroughly by stirring it. For best results, temperature should be between 60°F and 90°F with humidity below 85%.
- Using a 3/8" nap roller (foam rollers are not recommended), apply a liberal coat of primer. Primer dries quickly. DO NOT OVERWORK. Let dry.
- Apply second coat of primer in 3 ft by 3 ft areas with same 3/8" nap roller. Using a wide sheetrock knife or trowel, immediately scrape fresh primer in an upward diagonal motion across the surface, applying firm pressure until you have spread the primer as thin as possible.
- Surface should now be smooth with low points filled with primer and high points removed.
- Continue applying the second coat of primer across the whole surface as directed above.
- Allow final primer coat to dry for 2 hours when topcoating with latex paints. Allow final primer coat to dry for 24 hours when top-coating with oil based paints.
- If finish is a red or yellow it is recommended to apply a white primer between your ActiveWall and your final coat of paint.
- Easy clean up with soap and water.
- Do not exceed the recommended area of coverage of 100 square foot per gallon of primer.

Shelf Life

Best if used within 2 years from the date of manufacture.

Recommended storage conditions: 60-90° F. Less than 85% RH.

Product Safety

ActiveWall primer poses no known health or safety issues and does not cause signal interference or damage with electronic equipment.

The information presented in this product data sheet is based upon Visual Magnetics' present knowledge of the product and is believed to be accurate. Products often are improved which may cause the current information presented to be out of date. It is always the users responsibility to determine suitability of this product for the intended application prior to production.