

NO **PRIMER**
REQUIRED

UNBELIEVABLE BUT TRUE!

Are you game for some great savings?



See inside...

NO PRIMER REQUIRED

Unlike white putty, you can directly apply paint over Dalmia Magic to get the smoothest surface and thus save on the cost of Primer.



TECHNOLOGY BEHIND 'NO PRIMER' REVOLUTION



The NanoFillz Technology in Dalmia Magic uses ultra fine cementitious fillers, which help particle size distribution in the ultrafine range, thereby leading to:

- ▶ Super Smooth Finish
- ▶ Greater Strength and Higher Durability



WHY NO PRIMER IS REQUIRED?

Rationale - 1

Dalmia Magic has very fine pores

Compared to white putty which has bigger-sized pores requiring Primer to fill them up, Dalmia Magic's NanoFillz Technology provides super smooth finish due to finer particle size. Hence, Dalmia Magic does not require Primer.



*Patent pending

WHY NO PRIMER IS REQUIRED?

Rationale - 2

Tensile Adhesion of Ecosystem

Dalmia Magic + Paint gives 70% more tensile adhesion than the existing ecosystem. That's why Primer is not a requirement for Dalmia Magic.



Ecosystem 1 (White Putty with Primer)	Ecosystem 2 (Dalmia Magic without Primer)
White Putty + Primer + Paint	Dalmia Magic + Paint
Tensile Adhesion - 0.90	Tensile Adhesion - 1.52

Conclusion: Dalmia Magic gives 70% more Tensile Adhesion without Primer.

WHY NO PRIMER IS REQUIRED?

Rationale - 3

Truetone of Paint Shade

Dalmia Magic gives the Truetone of your paint shade even without Primer.



Dalmia Magic gives Truetone of any Paint Shade even without Primer

When Light Colour Paint is applied	 Truetone achieved with Primer	 Truetone achieved without Primer
When Dark Colour Paint is applied	 Truetone achieved with Primer	 Truetone achieved without Primer

NO PRIMER REQUIRED

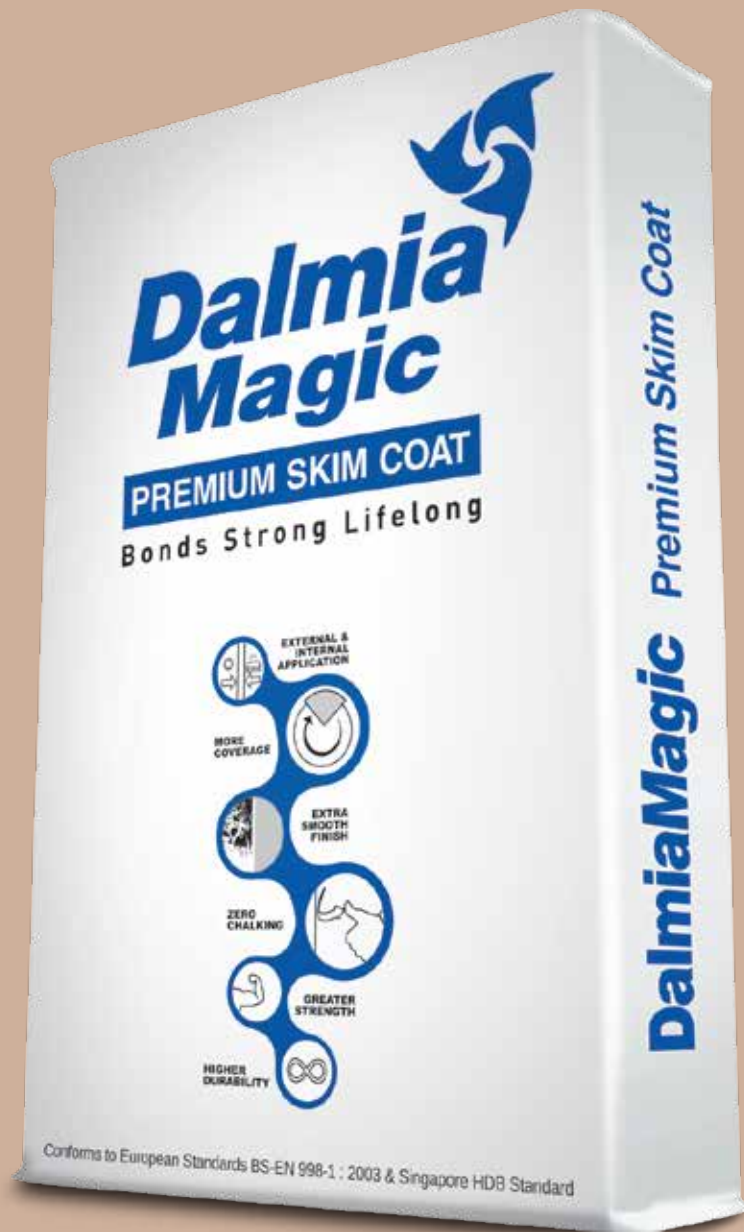
IN A NUTSHELL

Functional

- ▶ Dalmia Magic has very fine pores
- ▶ Dalmia Magic + Paint gives 70% more tensile adhesion than the prevailing ecosystem

Aspirational

- ▶ Dalmia Magic gives the Truetone of any paint shade even without Primer



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