

Introduction

Roof Refresh High Build Primer is a high-performance, water-based primer specifically developed for the Roof Refresh range and designed for use on tiled roofs. Formulated to improve adhesion, surface sealing, and film build over correctly prepared tile substrates, it provides a strong, uniform base for subsequent Industrial Roof Coatings Roof Refresh membrane systems.

This milky white yellowed high-build primer is engineered to reduce surface porosity in tiles, improve hold-out, and even out variable or weathered substrates. By creating a more consistent surface for topcoating, it supports better coverage, appearance, and performance of the finished Roof Refresh system.

What Sets It Apart?

Roof Refresh High Build Primer is purpose-built for tiled roof restoration, offering increased film build and surface sealing compared to standard tile primers. Its formulation is designed to work specifically within the Roof Refresh system, helping to standardise the substrate before membrane application.

Key performance benefits include strong adhesion to correctly prepared tile surfaces, improved uniformity across aged or porous tiles, and a weak yellowed white finish that enhances visibility during application and quality checks.

Built for Durability and System Compatibility

Roof Refresh High Build Primer integrates seamlessly within the Roof Refresh roof restoration system. When applied over properly cleaned and prepared tiled roofs, it provides a stable, durable foundation for Roof Refresh membrane topcoats and assists in achieving consistent film build across the coating system.

The primer is suitable for use in harsh exterior environments and is formulated to perform under UV exposure, moisture, and temperature variation once overcoated in accordance with system specifications.

Safety is Paramount

Roof Refresh High Build Primer is suitable for use on roofs connected to potable water collection when applied and cured in accordance with system guidelines, giving confidence for residential roof restoration projects where water quality is a consideration.

Roof Refresh High Build Primer

Features, Key Advantages and Attributes

- ✓ **10-Year Warranty**
- ✓ **Water-based** for easy cleanup
- ✓ **Same Day Recoat**
- ✓ **Eco-Friendly:** Formulated with a low VOC content, making it environmentally friendly and safe for rainwater collection after the first wash or rainfall.
- ✓ **Coverage:** Recommended four square meters per litre, available in 20-litre drums.
- ✓ **Self-Cleaning:** Resists pollution, chemical and dirt retention
- ✓ **Durability:** long-term exterior durability and water resistance

Coating System

Coat	Product	Spread Rate (m ² /L)	WFT (micron)	DFT (micron)
1st Coat	Roof Refresh High Build Primer	4	140	69
2nd Coat	Roof Refresh Membrane	4	140	65
3rd Coat	Roof Refresh Membrane	4	140	65
			Minimum System DFT	199 micron
Intended Uses				

Roof Refresh High Build Primer is intended for use within the Roof Refresh system on tiled roofs. It is applied after correct cleaning and preparation, and before Roof Refresh membrane topcoats. It is used to improve adhesion, reduce tile porosity, increase film build, and create a more uniform, sealed surface to support consistent topcoat coverage and system performance.

Roof Refresh High Build Primer

Colour and Tinting

Colour: White slightly yellowed
Finish: Uniform, opaque
Build: High-build refresh primer

Transport

Industrial Roof Coatings Roof Protect is not classed as a dangerous good and does not carry a placard.

Drum Size:

20 Litre

Weight:

~22.7kg

Storage

Best in cool areas with no direct sunlight, store above 5°C and below 40°C.

Shelf life: 1-2 years, depending on light and storage temperature conditions.

Health & Safety - MSDS Issue Date February 2026

Use Safety Precautions

The product may cause an allergic skin reaction.

Wear protective gloves/protective clothing, including eye/face protection and suitable respirator.

Roof Preparation and Application Guidelines

All tiled roof surfaces must be thoroughly cleaned to remove dirt, moss, lichen, mould, chalking, and other contaminants prior to coating. High-pressure washing is recommended, with care taken to avoid damaging tiles. Damaged or cracked tiles must be repaired or replaced before priming.

Allow the roof to fully dry before application. Ensure surfaces are sound, clean, and free from loose material. Roof Refresh High Build Primer should be applied evenly at the specified coverage rate using spray, roller, or brush in accordance with system guidelines. Do not apply to wet surfaces or during rain, heavy dew, or when temperatures or humidity are outside recommended limits.

Once the primer has dried and cured in line with specifications, apply Roof Refresh membrane topcoats as per the Roof Refresh system requirements.

Note: Disconnect all downpipes and water outlets before starting the cleaning process, and ensure you set up an appropriate water reclamation system before commencing any cleaning activities.

Roof Refresh 3 Coat System - Application Procedure

Note: Profiled roofs have more surface area than flat roofs, so plan for extra material.

Consult with your Industrial Roof Coatings rep for comprehensive application guidelines. Suitable for application with commercial airless spray equipment, with a recommended 613 spray tip. Apply even wet coats.

Check the weather forecast. Do not paint on excessively cold or humid days. Exposure to rain or overnight dew whilst drying may result in the coating washing away before drying or showing runs.

1st Coat – Roof Refresh High Build Primer

Apply one coat Industrial Roof Coatings Roof Refresh High Build Primer at the prescribed rate.

2nd and 3rd Coat – Roof Refresh Membrane

Apply 2 coats Industrial Roof Coatings Roof Refresh Membrane at the prescribed rate.

Application Guidelines – Temperature & Drying Times

Practical application rates may differ from theoretical estimates due to factors like tile porosity, application method, and environmental conditions such as wind.

- Do not apply the product if the Relative Humidity exceeds 85% or if the temperature is within 3°C of the Dew Point.
- Avoid application if the surface temperature is above 40°C or below 10°C, or expected to drop below 10°C during application or drying.
- Drying times are based on a single coat applied at the recommended rate, at 25°C and 50% Relative Humidity. Dry time will depend on the colour, ambient temperature and temperature of the tiles being painted. Dry time on dark colour tiles on a hot day and on hot tiles may be as little as 30 minutes, whereas on light colour tiles on a cool day and on cool tiles, dry time may be as much as 4 hours. Drying time for metal roofs will be slightly less, so care should be taken in hotter conditions.
- Allow for extended drying times under cool, moist, or still conditions or when applied in thick layers; otherwise, 2 hours between coats is recommended.
- Protect from dew, rain and frost for 48 hours when applied at the recommended spread rate.
- Avoid application in hot, windy conditions or on hot surfaces.

Disposal

Environmental Certifications: NIL

Consult local authority for regional guidelines.

Maintenance and Cleaning

Exterior membrane coating should be cleaned regularly to maintain the appearance and extend the lifespan of your Roof Refresh Membrane coating system.

Annual cleaning will remove minor soil, grime, and airborne pollutants. A professional soft wash does form part of the warranty conditions.

Typical Properties

- ❖ Dangerous Goods Class: Not Applicable
- ❖ VOC Content: Low <90g/L
- ❖ VOC Emissions: Not Applicable
- ❖ Thinning and Dilution is not recommended
- ❖ Film thickness: recommended approx 110 microns
- ❖ Appearance: May vary depending on the colour chosen
- ❖ Odour: Low
- ❖ Specific Gravity: 1.14
- ❖ Viscosity: ~17500 mPa.S @ 22°C

MANUFACTURER'S GUARANTEE Includes:

- ✓ Replacement of product costs as per the original invoice and shall not exceed that of the original cost.

MANUFACTURER'S GUARANTEE Does NOT Include:

Labour charges to clean, repair, or respray the roof.
Normal colour fade or chalking.

MANUFACTURERS GUARANTEE Application Conditions:

- Thorough cleaning must be done using a suitable high-pressure water blaster of at least 3000 PSI pressure to ensure the surface is sufficiently prepared to accept a coating.
- Two coats of Roof Refresh High Build Primer must be applied by an airless spray gun at the recommended coverage rate of 4m² per litre.
- 2 coats of Roof Refresh Membrane must be applied by an airless spray gun at the recommended coverage rate of 4m² per litre.
- Professional soft wash of the roof must be performed every 4 years minimum (evidenced).

- Warranty is non-transferable with building ownership.

MANUFACTURER'S GUARANTEE is NULL and VOID if:

Any damage is caused by extreme weather conditions or by chemicals such as chlorine or bleach.
Any damage is caused by movement other than normal expansion and contraction.
Any damage is caused by other works carried out on the roof during the warranty period.
Painted over a previously painted surface.
Defects as a result of animal activity.

Additional Information

This product data sheet shall be read in conjunction with the IRC Roof Refresh Membrane specifications.

To ensure colour uniformity and optimum performance, the IRC Roof Refresh Membrane recommends a complete coating system, including a 2 Membrane topcoats over 1 coat of Roof Refresh High Build Primer.

For all systems, both Membrane Coats (Membrane and Base Coat), should be tinted in accordance with the Tint Guide to the specified topcoat colour (or colour as close as possible to the specified colour as product rules allow).

Important: Not all colours are suitable for exterior use.

Ensure you have adequate tinted stock to complete the job in one application.
All material must be thoroughly cross-mixed to ensure tint uniformity.
It is recommended to hold a volume of finish material for future maintenance touch-ups.

The exterior membrane coating should be cleaned on a regular basis.
This will help maintain your overall aesthetic appearance and preserve your coating system.
Cleaning once every year will remove light soil, grime and airborne pollutants.

Disclaimer

The content of this Technical Data Sheet is the intellectual property of Industrial Roof Coatings and may not be altered or modified without explicit written permission. Industrial Roof Coatings disclaims any responsibility for unauthorised changes.

Unless a project-specific guideline has been provided by Industrial Roof Coatings, this document does not assure the suitability of any product or system for your specific project needs.

The information herein is given in good faith and is considered accurate at the time of its release. The performance of products and coating systems is expected to align with the details provided here, assuming the roof condition is sound, the application is performed by a skilled professional, and all preparation, application, and maintenance procedures outlined in this document are strictly adhered to.

Environmental conditions during application can influence the effectiveness and suitability of the product. Colour accuracy or matching is the sole responsibility of the person applying the product. Note that colours may fade or change over time, and Industrial Roof Coatings does not guarantee colour stability over time. To maintain colour consistency, avoid combining paint from different containers. If unavoidable, blend the paints together to ensure colour uniformity.

In cases where liability cannot be legally excluded, the liability of Industrial Roof Coatings is restricted to either resupplying the relevant products or refunding the cost of those products.