



# VICEVERSA

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## CONCENTRATED LIQUID ADHESIVE FOR WALL COVERINGS



UPDATED DATA SHEET 19/02/2026

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### Product information

Concentrated liquid adhesive for the application of all types of wall coverings with any type of backing.  
To be diluted with water before use.

- + Non-staining
- + Strong initial tack
- + High coverage
- + Zero VOC
- + Ready to use only 5 minutes after dilution
- + Concentrated product to be diluted

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### Suggested Applications

- Paper wall coverings
- Duplex paper
- Vinyl wall coverings with paper or non-woven backing
- Fiberglass wall coverings
- Expanded wall coverings with non-woven backing
- Paintable non-woven wall coverings

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### Product yield

Consumption varies depending on the type of wall covering and the installation technique.  
Refer to the dilution table shown on the label to determine the correct dilution ratio and indicative coverage per m<sup>2</sup>.

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### Application Guidelines

#### Substrate preparation

Substrates must be dry, absorbent, sound, and free from dust, paint, and oils.

Any cracks or holes must be filled with GLASTER. For uneven surfaces, skim with a gypsum-based filler.

The use of PRIMER AC is recommended for consolidation and surface cleaning, and PRIMER SP for walls subject to mould.

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#### Product preparation

Shake the bottle thoroughly before use. Dilute the product in cold water following the ratios indicated on the label. Allow the mixture to rest for 2 minutes, then mix again.

The adhesive will be ready for use 5 minutes after dilution.

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#### Product Application

Apply the adhesive to the back of the wall covering or directly onto the wall, according to the wall covering manufacturer's instructions.

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#### Cleaning

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Immediately remove any excess adhesive with a damp sponge. The product does not stain

Packaging	PRODUCT CODE	WEIGHT	UNIT	PACKAGING	PCS PER BOX
	30160-VV18	500	g	Squeeze packaging	18
	30160-VV-N	1	kg	Bottle	12
	30167-VV5-N	5	kg	Canister	4

Product Technical Data		
Base		Concentrated liquid
Physical appearance		White cream
Solids content		Approx. 75%
Application temperature		+5°C to +40°C
Waiting time		10–20 minutes
Open time		20–30 minutes
Complete drying		48 hours
Customs code		3912 9090
Flammability		Non-flammable

### Contraindications

Do not use on:

- Contract vinyl wall coverings
- Non-absorbent substrates
- Damp, mouldy, or poorly prepared walls

Any spills must be removed immediately.

### Final provisions

Keep out of reach of children and pets.  
Dispose of waste in designated construction material containers.



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### Preservation

Store the product in its original, tightly closed packaging, in a cool, dry, and well-ventilated environment, away from heat sources, frost, and direct sunlight. Storage temperature must be between +5°C and +35°C. Under these conditions, the product retains its characteristics for 48 months from the production date. Protect from moisture and contamination.

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### Warnings

The information provided in this Technical Data Sheet is based on our long-standing experience but is intended as a guideline. Therefore, the user must assess whether the product is suitable for their specific application and takes full responsibility for its use.