

NOVAMAGIC

NON SLUMP WHITE COMMERCIAL GRADE

TECHNICAL DATA SHEET

NOVAMAGIC is non-slump, white, cement based tile adhesive specially designed for large format tiles.

NOVAMAGIC with its light weight technology has been specially designed to give superior coverage together with its great non slump capability makes

NOVAMAGIC the most cost effective white tile adhesive on the market.

- **Commercial Grade**
- **White**
- **Flexible**
- **Non Slump**
- **Extended Open Time**
- **Adhesive-meets C2S1TE classifications**
- **Ideal product for commercial applications e.g. shopping centres, home units and project homes.**



It accommodates shrinkage movement associated with early age concrete and screeds.

It can be used over concrete that is at least 7 days old and screeds and renders after 16 hours.

Low VOC content which easily meets Green Building Council of Australian Green Star IEQ-13 requirements.



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Designed for fixing

Suitable for wall and floor applications and internal and external use.

Ideal for bonding a large range of tile types including ceramic, fully vitrified, porcelain, marble, natural stone, terrazzo, glass and mosaics (but not suitable for moisture sensitive stone like green marble and B grade terrazzo).

Ideal for application of tiles over Novaproof modified polyurethane waterproofing membrane.

Substrates

Concrete, renders, screeds, Novaproof waterproofing membrane, blockwork, gyprock, plasterboard and fibre cement surfaces.

Preparation

Ensure surfaces are sound and free from movement, oil, paint, grease, wax, dust, any curing and release agents and any other barrier materials. Ensure surface to be tiled over is strong enough to support the weight of the tiles being fixed. Surface needs to be dry before tiling, with no residue or permanent damp.

Concrete & Cement Render Screeds

Ensure all concrete slabs are allowed to cure for at least 7 days in accordance with AS 3958.1-2007 and have a wood float finish. The maximum variation in the plane of the concrete must not exceed 5mm in 3 meters for floors and 4mm in 2 meters for walls. Steel trowelled finished concrete surfaces must be mechanically abraded or primed first using Optimus Primer.

All render surfaces must be allowed to cure for at least 24 hrs. prior to commencing tiling

Plaster Board /Fibre Cement Sheet Wall and Floor

Fibre cement sheeting must be the correct sheeting for the installation and be used and installed in accordance to the manufacturer's written specifications. The surface must be primed with NovaPrime.

Plasterboard sheets must be the correct sheeting for the installation and be used and installed in accordance to the manufacturer's written specifications. The surface must be primed with NovaPrime.

Existing Tiles

Tiles need to be sound and clean. Remove all cracked, drummy or otherwise unsound tiles and repair appropriately. Prime surfaces using Optimus Primer (see Technical Data Sheet for Optimus Primer).

Expansion Joints

Must be installed in accordance with Australian Standard AS3958.1-2007.

Movement Joints must be placed from the substrate through the tile bed up to the face of the tile.

Movement joints must be clean and free from dirt, adhesive droppings and tile spacers. They must be a minimum of 6mm wide and no wider than 10mm. they should be filled with a suitable elastomeric sealant.

Movement joints must be placed:

Every 4.5 metres externally and every 6 metres internally.

Around the perimeter of the floor; over existing joints in the substrate.

Where 2 different materials meet (e.g. wood and concrete).

Around fixtures in the substrate (e.g. columns).

Internal vertical corners; changes in direction of the tiling at changes in storey height.

Over existing movement joints.

As recommended by the sheet manufacturer.

See special instructions for exterior framed decks.



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Priming

All porous surfaces should be primed using Nova prime (refer to Nova Prime data sheet for correct application) non porous surfaces should be primed using Optimus Primer (refer to Optimus Primer data sheet for correct application)

Mixing

20kg of NOVAMAGIC powder requires 8 litres of water

Always add powder to liquid while mixing. Mix until lump free and uniform.

Allow to stand for 5min and then re-stir. Adhesive is now ready to use.

For use glass mosaics in swimming pools, mix 2.0 litres of Novamix Additive with 6 litres of water. Mix and then add NOVAMAGIC as above. Stand for 5 min and restir.

Application

All tiling must be carried out in accordance with AS3958-2007 – A Guide to Tiling. Read the technical data sheet for this product before commencing. Once the substrate has been correctly prepared, apply the adhesive onto the surface using the correct square notched trowel. Use a 6mm trowel for wall tiles up to 200x200mm. Use a 10mm trowel for tiles up to 300x 300. For tiles 300x300 and larger use a 12mm trowel. Tiles that are 400x400 and over need to be back buttered. Use the flat side of the trowel to apply adhesive to the back of the tile about 1-2mm thick. NOVAMAGIC can be applied at a bed thickness between 2 to 10mm for walls and 3 to 10mm for floors. Tiles must be firmly pressed in the freshly trowelled adhesive, slide the tile at a right angle to the notch pattern to ensure 100% coverage is achieved and so there are no air gaps behind the tile.

Tiles that are uneven or have lugs on the back to be buttered with adhesive as well.

Grouting

Commence grouting after about 8-16 hours when tile adhesive has hardened sufficiently so that the tiles will not be dislodged. This may take longer in cool weather. Follow the directions for the Novatex grout used.

Cleanup

Excess adhesive should be removed using a clean damp cloth while still wet.

Tools and other equipment can be cleaned up using water while the adhesive is still wet.

Coverage

A 20kg bag of NOVAMAGIC will cover approximately 16m² on walls using a 6mm notched trowel and 9m² on floors using a 10mm notched trowel. The coverage will vary depending on substrate condition, tile type and application technique.

Packaging

NOVAMAGIC is available in a 20kg bag.

Shelf Life

A bag of NOVAMAGIC, when kept in a cool, dry environment, and stored above ground level, will have a shelf life of 12 months



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Precautions

Do not apply NOVAMAGIC in temperatures below 5°C and above 35°C.

NOVAMAGIC has an open time of 35 minutes and an adjustment time of 60 minutes. Please be aware of site conditions when considering times and only spread enough adhesive so that tiles can be fixed while the adhesive is still wet.

Do not set tiles into "skinned" adhesive. Remove any skinned adhesive and reapply fresh wet material.

NOVAMAGIC is not suitable for direct stick to timber.

Not suitable for heavy stone on walls. Not suitable for framed floors with spans longer than 5m.

Not suitable for high impact situations like hard wheeled trolleys (shopping centres) or high point loading (driveways).

Ensure that exterior tiling or tiling in wet areas has suitable falls to avoid ponding.

Protect tiling from water, rain and bad weather until at least 24 hours after grouting.

For applications or situations not mentioned in this data sheet please contact Novatex Products Pty Ltd.

For a full MSDS for NOVAMAGIC please contact Novatex Products Pty Ltd.

NOVAMAGIC being cement based is alkaline in nature, and therefore may cause dermatitis. It is recommended that applicators wear PVC gloves or similar and safety goggles.

Technical data

Colour	white
Mixing Ratio	Approx. 8l water per 20kg powder
Application Properties at 23°C and 50% RH	
Open Time	35 minutes
Adjustment time	60 minutes
Grouting time	8 hours
Ready for use	24 hours
Pot life	2 hours
Suitable for Under floor heating	Yes
Mechanical Properties (AS/ISO 13007.1)	
Tensile Adhesion Strength after 28 days dry	1.9 MPA
Water immersion	1.2 MPA
Heat	1.2 MPA
Freeze Thaw	1.2MPA
Specific Gravity	1.4kg per litre
Classification	C2S1TE

