

Utility Solutions

Floor Preparation

Lay a Solid Foundation for Perfect Flooring



Products included

- Moisture Barrier
- Primer
- Adhesive
- Levelling



CleverChoice

Innovative Flooring Solutions

Perfect Floor from the Ground Up

One Range, Full Process, 30 Years of Durability

Choose the right floor preparation and your quality flooring will last a lifetime! The Clever Choice Floor Preparation range has you covered for the entire “priming – levelling – bonding” process, from the precise levelling of CleverLevel to the strong adhesion of Clever MB. It works with all flooring types Clever Vinyl, Clever Laminate, Clever Hybrid and Clever Timber. The 20kg large Level bags saves costs and avoids unnecessary waste by providing multiple size in the Primer such as 5L and 20L. Clever Level combined with Clever MB builds a durable foundation that will last 30 years for your home or commercial space!

The vision behind our Utility Solutions is to move away from the Normal stand alone flooring offering and provide a complete flooring system that enables Clever Choice to control the whole process from levelling through to the flooring itself. From the Clever Universal Primers, Clever Moisture Barrier adhesives, Clever Level compounds, Clever Underlays through to the Clever Choice Floor and the matching Clever Choice accessories there is no need to mix brands and create compatibility risks.

Utility Solutions





CleverChoice: Australia's First True Complete Flooring System – We Stand Behind Every Step

Perfect Floor from the Ground Up

Clever Choice is proud to launch its Clever Utility Solutions range of Floor Preparation. Long lasting beauty of high-quality flooring begins with professional surface preparation provided in these solutions. Leveraging specially crafted Australian made formulas and comprehensive solutions it ensures every installation is precise and secure, every layer of the floor is solid and reliable in turn safeguarding your ideal residential and commercial spaces.

Whether it's the warm texture of timber flooring or the practical durability of vinyl flooring and any product in between, the flatness, moisture resistance and sturdiness of the floor base are crucial to determining the final result.

The Floor Preparation range includes core products such as Priming, levelling and sealing to protect every floor. The range is tailored to many different substrates including concrete, wood and tiles and many different installation needs including both direct stick and floating floors. It provides full process support from priming, levelling to sealing to protect every floor. It's eco-friendly, low VOC, odour-free making it safer and more suitable for both indoor and outdoor use. The fast-drying formula, combined with high coverage efficiency, significantly shortens the construction cycle, making installation more hassle-free and efficient.

From the cozy corners of family homes to high-traffic areas in commercial spaces, the Floor Preparation range adapts to various flooring installation scenarios (such as Timber, Vinyl, Laminate and Hybrid) with outstanding properties like strong adhesion, moisture and mould resistance, and temperature variation tolerance. Each product undergoes rigorous testing and forms a perfect match with Clever Choice's premium flooring. It not only prevents issues such as warping, cracking and moisture damage in the later stage but also extends the service life of the flooring, improving both aesthetics and durability.

Choosing Floor Preparation means choosing professionalism and peace of mind. Let every step of preparation be precise, allowing your flooring to radiate lasting charm from the foundation up and create space quality that stands the test of time!

Utility Solutions

Floor Preparation

For more details, please refer to the Clever Choice website
www.cleverchoice.com.au

Clever MB Moisture Barrier Kit A&B

Application

CleverMB Moisture Barrier Kit is a high-performance, 2-part water based epoxy primer and barrier coating system designed to prevent moisture and vapour ingress and rising damp through surfaces.

Suitable for

General primer & adhesion enhancer for overlaid membrane systems. Barrier primer system over surfaces containing residual dampness to protect overlaid coatings including Clever Choice waterproofing and epoxy flooring systems against blistering or delamination.

Features & Benefits

- ✓ Epoxy Moisture/vapour barrier system.
- ✓ Water based epoxy, solvent free and low VOC.
- ✓ Complies with AS 4020 for potable water storage.
- ✓ 1:1 Mixing Ratio - 2-4hr dry time.
- ✓ Low Water Transmission.
- ✓ RH 80-95% Vapour Barrier 1 coat - 100sqm Coverage.
- ✓ RH 95+% Moisture Barrier 2 coats - 50sqm Coverage.



Specifications	Measure
Unit	10L



LIMITATIONS • Do not apply CleverMB when surface or ambient temperatures are above 35°C or below 10°C. • CleverMB cure rates will be dramatically reduced when applied in conditions below 10°C or when the relative humidity exceeds 80%. • Do not apply when raining or when rain is imminent. • Do not apply to steel/metal surfaces to avoid corrosion.	• Not to be applied over standing water. • When using for areas subject to rising damp or negative hydrostatic pressure, all active water leaks must first be treated with a suitable hydraulic setting cement/water plug. • Clever MB is not designed as a trafficable surface and must be covered with floor toppings, coatings or conventional coverings.	• Not to be used as a finished coating subject to permanent UV exposure. • In enclosed areas, such as water tanks or reservoirs, ventilation should be provided during the curing cycle to enable adequate evaporation of the coating. • For detailed advice on applications not mentioned in this TDS, contact the Clever MB Technical Department.
--	--	---

Universal Primer 5L

Application

Clever Universal Primer is a rapid drying solvent free low VOC water based acrylic primer. For use over porous and non porous substrates such as ceramic tiles and painted surfaces (water-based only) For non-porous substrates such as burnished concrete surfaces it's essential to grind the subfloor to promote porosity. Over concrete, mix 2 parts water, 1 part primer with a 30min cure time and approx 80-100sqm coverage. Over Timber or tiles, straight primer, with a 40min cure time and approx 40-50sqm coverage.

Suitable for

In architectural and industrial construction, it serves as a pre-treatment material for substrates (such as walls, floors, etc.) and is used in conjunction with adhesives and coatings.

Features & Benefits

- ✓ Clever Primer is a rapid drying solvent free low VOC water-based acrylic primer.
- ✓ Compatible with cement based tile adhesives, levelling compounds, concrete & masonry products.
- ✓ For use over porous & non-porous substrates such as ceramic tiles, painted surfaces and sealed or burnished concrete floors. Makes floating flooring installation easy.
- ✓ Apply over old tiles, vinyl tiles and some adhesives.



Specifications

Unit

Measure

5L



SURFACE PREPARATION:

Subfloors must be dry, sound, clean and in accordance with the relevant Floorcoverings Australian Standards. Subfloors must also be free of wax, grease, oil, polishes, old adhesive, curing compounds, high levels of moisture and any other surface contaminants that may affect adhesion. If mechanical preparation is required prepare the floor using recommended preparation methods such as shot blasting, diamond grinding, to provide a roughened, clean, sound and open porous surface. Thoroughly vacuum loose material and dust. The minimum subfloor temperature before commencing installation should be 10°C.

Do not use solvents, or acid etching to clean the subfloor. Concrete floors must be dry, sound, smooth and clean, in accordance with relevant Floorcoverings Australian Standards. For subfloors that display high moisture levels it is recommended to apply Clever MB (Moisture Barrier) Please contact Clever Choice Technical Department for further details. Where temperatures are less than 10°C or greater than 35°C are encountered, please contact RLA Technical Department for further details.

MIXING:

When diluting please ensure the primer and water are mixed thoroughly before use.

COVERAGE:

Approximately 5 to 10m² per litre. Spread rates may vary depending on substrate absorbency.

SETTING TIMES:

Allow primer to dry to a transparent film approximately 30 minutes to 1 hour (@ 23°C) before the application of subsequent products. Drying time may vary depending on substrate absorbency and climate conditions. Once Universal Primer is a tack free dry film, only then can levelling compounds be applied over the primer.

CLEAN UP:

Clean tools immediately after use with water.

SHELF LIFE / STORAGE:

12-14 months when stored in original unopened packaging. To be stored in a dry area off the ground.

Universal Primer 20L

Application

Clever Universal Primer is a rapid drying solvent free low VOC water based acrylic primer. For use over porous and non porous substrates such as ceramic tiles and painted surfaces (water-based only) For non-porous substrates such as burnished concrete surfaces it's essential to grind the subfloor to promote porosity. Over concrete, mix 2 parts water, 1 part primer with a 30min cure time and approx 360-400sqm coverage. Over Timber or tiles, straight primer, with a 40min cure time and approx 180-200sqm coverage.

Suitable for

In architectural and industrial construction, it serves as a pre-treatment material for substrates (such as walls, floors, etc.) and is used in conjunction with adhesives and coatings.

Features & Benefits

- ✓ Clever Primer is a rapid drying solvent free low VOC water-based acrylic primer.
- ✓ Compatible with cement based tile adhesives, levelling compounds, concrete & masonry products.
- ✓ For use over porous & non-porous substrates such as ceramic tiles, painted surfaces and sealed or burnished concrete floors. Makes floating flooring installation easy.
- ✓ Apply over old tiles, vinyl tiles and some adhesives.



Specifications	Measure
Unit	20L



SURFACE PREPARATION:

Subfloors must be dry, sound, clean and in accordance with the relevant Floorcoverings Australian Standards. Subfloors must also be free of wax, grease, oil, polishes, old adhesive, curing compounds, high levels of moisture and any other surface contaminants that may affect adhesion. If mechanical preparation is required prepare the floor using recommended preparation methods such as shot blasting, diamond grinding, to provide a roughened, clean, sound and open porous surface. Thoroughly vacuum loose material and dust. The minimum subfloor temperature before commencing installation should be 10°C.

Do not use solvents, or acid etching to clean the subfloor. Concrete floors must be dry, sound, smooth and clean, in accordance with relevant Floorcoverings Australian Standards. For subfloors that display high moisture levels it is recommended to apply Clever MB (Moisture Barrier) Please contact Clever Choice Technical Department for further details. Where temperatures are less than 10°C or greater than 35°C are encountered, please contact RLA Technical Department for further details.

MIXING:

When diluting please ensure the primer and water are mixed thoroughly before use.

COVERAGE:

Approximately 5 to 10m² per litre. Spread rates may vary depending on substrate absorbency.

SETTING TIMES:

Allow primer to dry to a transparent film approximately 30 minutes to 1 hour (@ 23°C) before the application of subsequent products. Drying time may vary depending on substrate absorbency and climate conditions. Once Universal Primer is a tack free dry film, only then can levelling compounds be applied over the primer.

CLEAN UP:

Clean tools immediately after use with water.

SHELF LIFE / STORAGE:

12-14 months when stored in original unopened packaging. To be stored in a dry area off the ground.

Clever 4 in 1

Application

Clever 4in1 Timber Floor Adhesive is a single-part, permanently flexible Isocyanate free Timber Flooring Adhesive.

Suitable for

For all engineered & solid timber floors.

Features & Benefits

- ✓ Vapour Barrier. Strong Adhesive. Noise Reducer. Timber Stabilizer.
- ✓ Engineered timber flooring and Solid Timber flooring coverings.
- ✓ Easy to apply. Approved acoustic underlays.
- ✓ Recommended for bonding green concrete substrates.
- ✓ Excellent coverage 18sqm with a V4.5/V5mm trowel.
- ✓ 90% RH Resistant Formulation.
- ✓ Anti-microbial Formulation, Isocyanate free, Low Odour, Low VOC.



Specifications

Unit

Measure

15KG



HEALTH & SAFETY

THIS PRODUCT IS NON HAZARDOUS IN NATURE. In use, please ensure that Occupational Health and Safety requirements are observed. If swallowed, give plenty of water. Do not induce vomiting. Seek medical attention. Skin: Wash off with warm water and soap. Eyes: Irrigate with water for 10 minutes and see a doctor. Safety Data Sheet available upon request.

CAUTION

Do not allow heavy traffic for 24 hours. Sanding can commence 3 to 7 days after the completion of the entire installation. Please note: Sanding times may vary due to climatic conditions please check with the manufacturer.

STORAGE/HANDLING

Keep container tightly closed. Store locked up. Keep container in a cool well ventilated place away from sources of heat. A Safety Data Sheet available on request.

FIRST AID MEASURES

IF SWALLOWED: Immediately call a POISON CENTRE or doctor/physician. IF exposed or concerned: Get medical advice/attention. Do NOT induce vomiting. Take off contaminated clothing and wash before reuse.

Clever RA

Application

Clever RA Resilient Adhesive is an acrylic co-polymer hard set adhesive with strong initial tack qualities and bond for a range of PVC vinyl & textile floorcoverings. It has excellent plasticiser resistance and non staining properties. It is for interior use only and is protected against bio-degradation, withstands normal wet cleaning practices and is suitable for use over underfloor heating installations.

Suitable for

It is formulated for commercial and domestic PVC Sheet Vinyl floorcoverings, wall vinyl, vinyl composite tiles, PVC Vinyl Plank and Tile flooring and Linoleum.

Features & Benefits

- ✓ Solvent free. Strong initial tack.
- ✓ Installer friendly. Building green credits.
- ✓ Use to install hard to-hold carpets and those with PVC backings.
- ✓ 85% RH Resistant Formulation.
- ✓ Excellent coverage 75sqm with a V1.6mm trowel.
- ✓ Anti-microbial Formulation, Low Odour, Low VOC.



Specifications	Measure
Unit	15L



SAFETY & HANDLING • Wear suitable respiratory protection. • Use in well-ventilated areas. • Avoid breathing vapours. • Avoid contact with skin and eyes. • Wear eye protection and suitable gloves and clothing. • Do not eat, drink, or smoke while using this product. • If on the skin, wash with plenty of soap and water. • If in the eyes: rinse cautiously with water for several minutes. • Remove contact lenses; if present, continue rinsing. • If any skin or eye irritation persists or you feel unwell, get medical attention. Safety Data Sheet is available upon request.	NOTES & PRECAUTIONS • Drying times can be extended when applied in cold ambient temperatures. • Don't allow the adhesive to skin over or dry out. • It is essential that the floor covering being bonded be installed into the wet adhesive film. • Don't apply adhesive in direct sunlight. INTERNAL USE ONLY.	FIRST AID MEASURES If poisoning occurs, contact a doctor or Poisons Information Centre. Skin: Wash off with warm water and soap. If swallowed, DO NOT induce vomiting. Give a glass of water. For advice or you feel unwell contact a Poisons Information Centre: Australia ph 131126, New Zealand ph 0800 764 766 or a doctor at once. If swallowed, do NOT induce vomiting. IF SWALLOWED, immediately call the Poisons Information Centre or a doctor. IF ON SKIN Remove immediately all contaminated clothing and wash skin with soap and water. If skin irritation occurs, get medical advice/attention. IF IN EYES Rinse carefully with water for several minutes. If eye irritation persists, get medical advice/attention.
--	--	--

Clever Level

Application

Clever Level is an advanced floor preparation compound developed to create an even, flat surface ready for the installation of carpets, vinyl, ceramic tiles, timber or floating floors. It's an economical solution for use as a general underlayment, repairing uneven slabs, correcting surface defects in concrete, and preparing floors that do not meet installation standards for subsequent coverings.

Suitable for

Suitable for bonding and levelling of various substrates in construction and industrial scenarios, including concrete, tile, stone and metal surfaces. Ideal for indoor general-purpose applications requiring reliable adhesion and flatness.

Features & Benefits

- ✓ General-purpose underlayment for: Carpet, vinyl, tile and timber floor systems.
- ✓ Designed for rectification of uneven or damaged concrete substrates.
- ✓ Levels subfloors to meet specification tolerances for subsequent floor coverings.
- ✓ Rapid-setting formulation enables fast-track installation schedules.
- ✓ Engineered for use across: Domestic, commercial and light industrial applications.
- ✓ FCS Compliant - Silica Free.
- ✓ Bag coverage - 3mm thick approx 4sqm.
- ✓ Mix ratio - 4.2L - 4.4L water per bag.



Specifications

Unit

Measure

20KG



DANGER Causes skin irritation. Causes serious eye damage. May cause cancer. May cause respiratory irritation. May cause damage to organs through prolonged or repeated exposure. Obtain special instructions before use. Do not breathe dust / fume / gas / mist / vapours / spray.	Use only outdoors or in a well-ventilated area. Wear protective gloves/protective clothing/eye protection/face protection. FIRST AID MEASURES: EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. IF EXPOSED OR CONCERNED: Get medical advice/attention. Immediately call a POISON CENTER or doctor/physician. Take off contaminated clothing and wash before reuse. Store in a well-ventilated place.
--	--

Clever Level Gold

Application

Clever Level Gold is a premium self-levelling compound with superior flow properties, designed to correct height variations from 1 mm to 30 mm on new or existing internal concrete substrates.

Suitable for

Suitable for bonding and levelling of various substrates in construction and industrial scenarios, including concrete, tile, stone and metal surfaces. Ideal for indoor general-purpose applications requiring reliable adhesion and flatness.

Features & Benefits

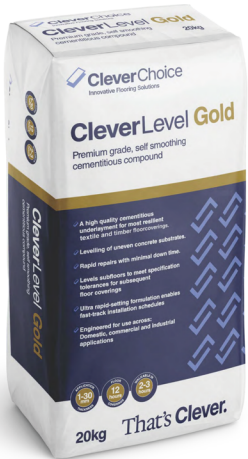
- ✓ A high quality cementitious underlayment for most resilient, textile and timber floorcoverings.
- ✓ Levelling of uneven concrete substrates.
- ✓ Rapid repairs with minimal down time.
- ✓ Levels subfloors to meet specification tolerances for subsequent floor coverings.
- ✓ Ultra rapid-setting formulation enables fast-track installation schedules.
- ✓ Engineered for use across: Domestic, commercial and industrial applications.
- ✓ Higher Flow.
- ✓ Bag coverage - 3mm thick approx 4sqm.

APPLICATION
1-30 mm
THICKNESS

FLOOR
12 hours
COVERINGS

WALKABLE IN
2-3 hours

Specifications	Measure
Unit	20KG



DANGER Causes skin irritation. Causes serious eye damage. May cause cancer. May cause respiratory irritation. May cause damage to organs through prolonged or repeated exposure. Obtain special instructions before use. Do not breathe dust / fume / gas / mist / vapours / spray.	Use only outdoors or in a well-ventilated area. Wear protective gloves/protective clothing/eye protection/face protection. FIRST AID MEASURES: EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. IF EXPOSED OR CONCERNED: Get medical advice/attention. Immediately call a POISON CENTER or doctor/physician. Take off contaminated clothing and wash before reuse. Store in a well-ventilated place.
--	---



CleverChoice

Preparation First, Floor Lasts!

Ever wondered what makes a floor last for years? How it stays solid, intact and free from cracks or warps? The secret lies not just in the flooring itself but in the foundation you lay first.

Here's the truth worth remembering: If you can't afford Floor Prep, then you can't afford the floor. Clever Choice's complete Utility Solutions of Floor Preparation products is crafted to turn that foundation into an unshakable promise of durability.

Our product offering leaves no need unmet from the heavy-duty 20kg CleverLevel for reliable levelling, the premium 20kg CleverLevel Gold that raises the bar for stability and the versatile 20kg Clever 4in1 that streamlines multi-task installation needs.

We've got the essentials covered starting from the 20L Universal Primer that preps surfaces for maximizing adhesion to the specialized Clever RA series designed for targeted performance. For unique requirements, there's the vibrant 20kg Clever MB formulation and the precision engineered 10L Part A & Part B dual-component kits, each tailored to tackle specific installation challenges.

Every Clever Choice product carries our "That's Clever" commitment, blending exceptional bond strength, weather resistance, and deformation control with moisture-proof protection, anti-microbial properties and low-VOC formulas that keep your space safe and healthy.

Skipping quality floor preparation might feel like a quick cost-saver today, but it's a risk that haunts home owners later. Mould growth from trapped dampness, planks that lift and warp with time, or cracks that ruin the look and function of your floor all lead to costly repairs that far outweigh the initial savings.

Whether you're tackling a residential renovation or a commercial project, Clever Choice has you covered from start to finish. We don't just sell adhesives, primers and levelling compounds, we provide the peace of mind that comes with knowing your floor is built to last. Don't let a skipped step undermine your investment. Choose Clever Choice's thoughtfully crafted.

Complete Flooring Solution range, where every product works in harmony to turn proper floor prep into a lifetime of reliable, beautiful flooring. After all, a floor that stands the test of time isn't an accident, it's a choice to invest in the foundation it deserves. Make a Clever Choice!

That's Clever.



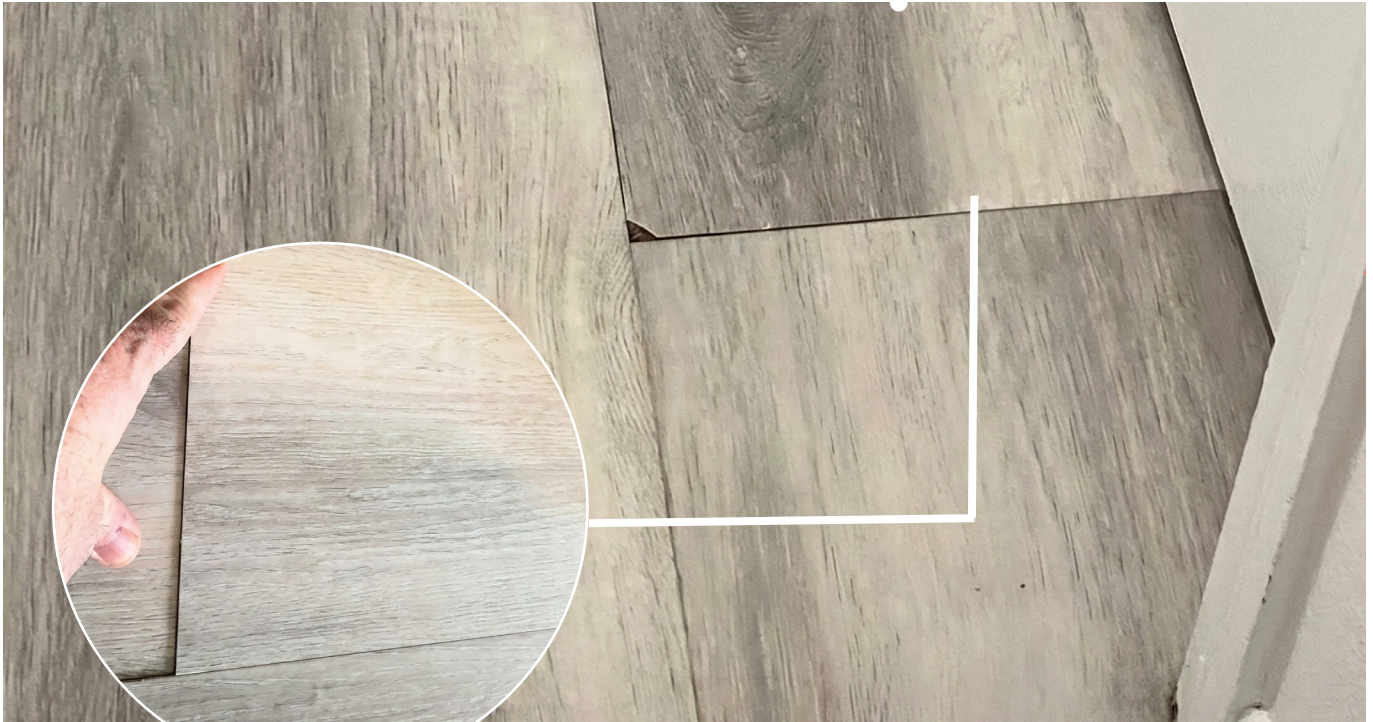
Need help selecting products to suit your purpose?

Get in touch with our Clever Choice Sales Team

07 5526 7399

Critical Insight

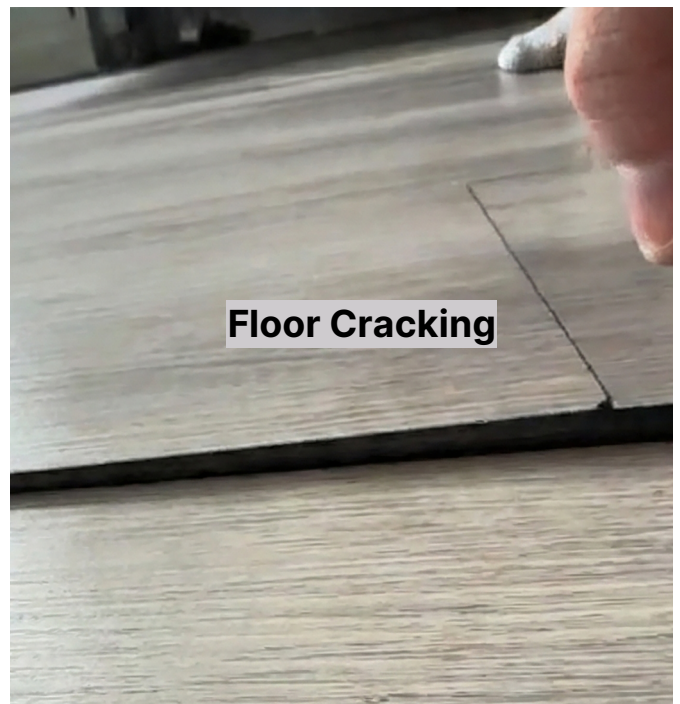
Incorrect or No Floor Preparation



Improper selection of floor preparation during flooring installation may cause unevenness, gaps, and even cracking of the flooring.

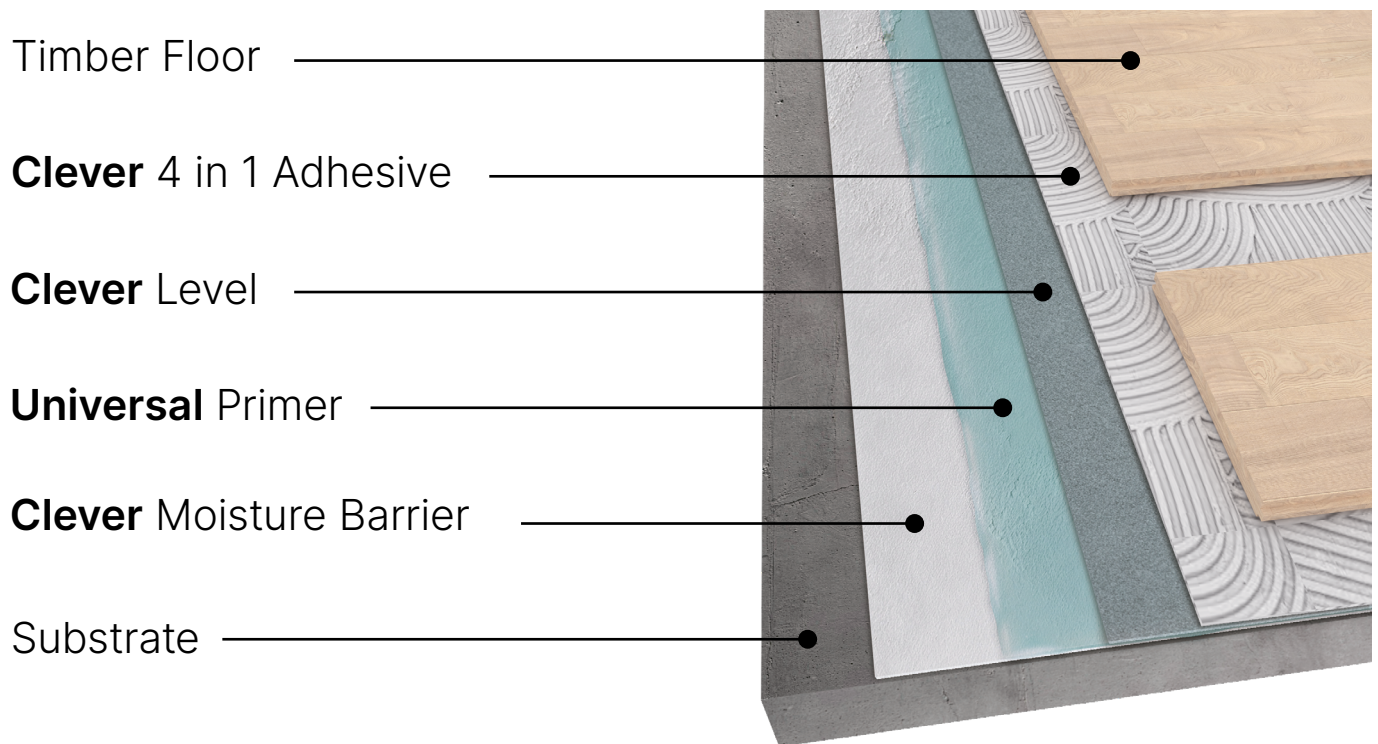


Floor Warping

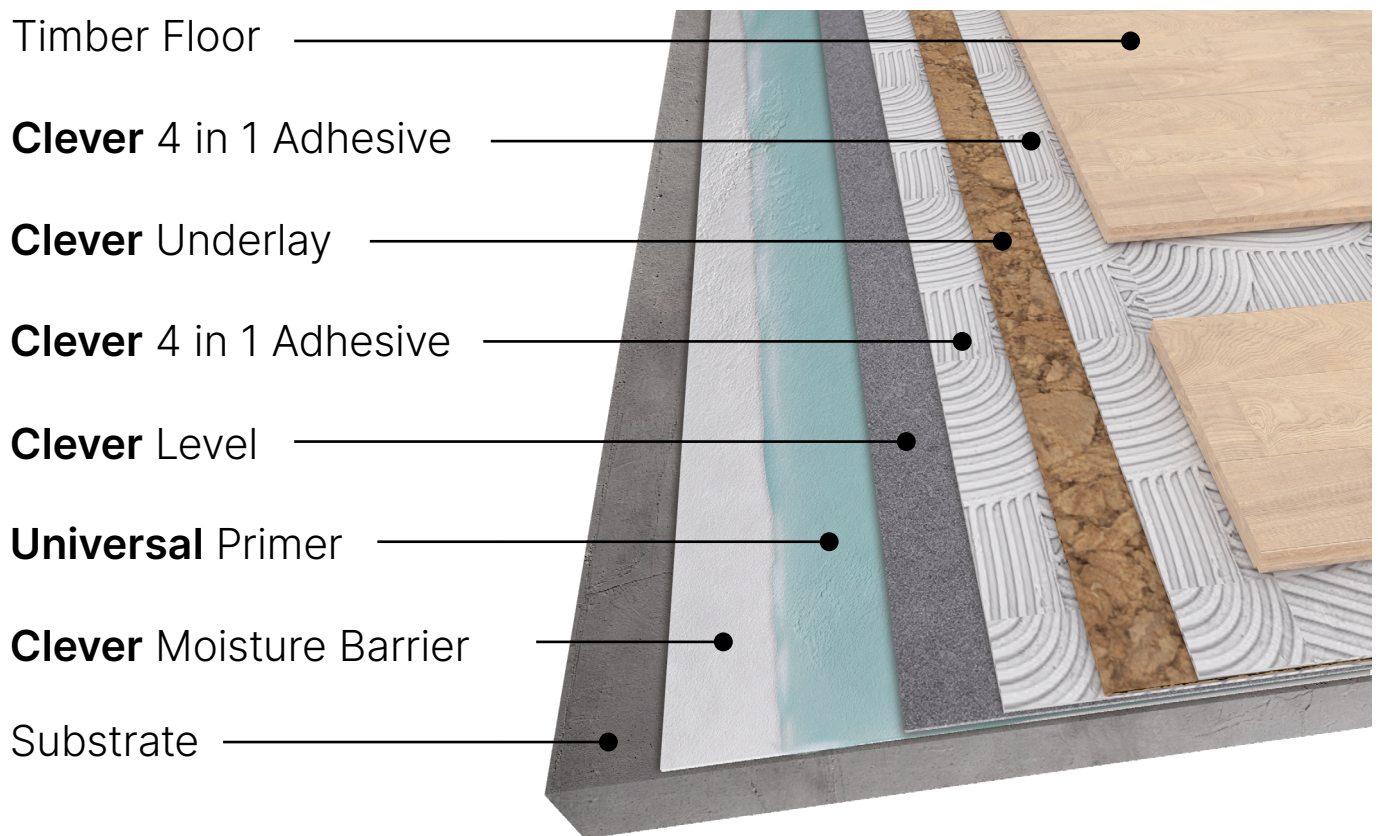


Floor Cracking

Timber Flooring System



Timber Dual-bond System



Vinyl Flooring System

Vinyl Floor

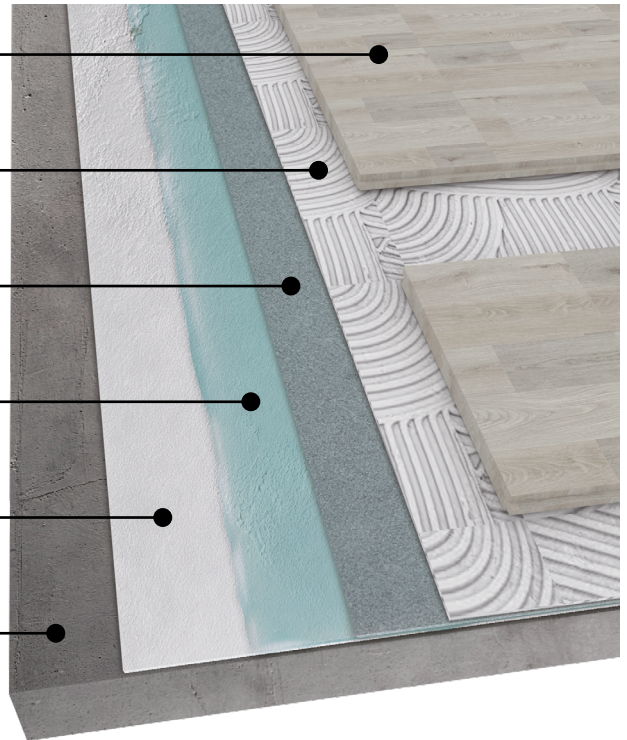
Clever RA Adhesive

Clever Level

Universal Primer

Clever Moisture Barrier

Substrate



Floating Flooring System

Floating Floors

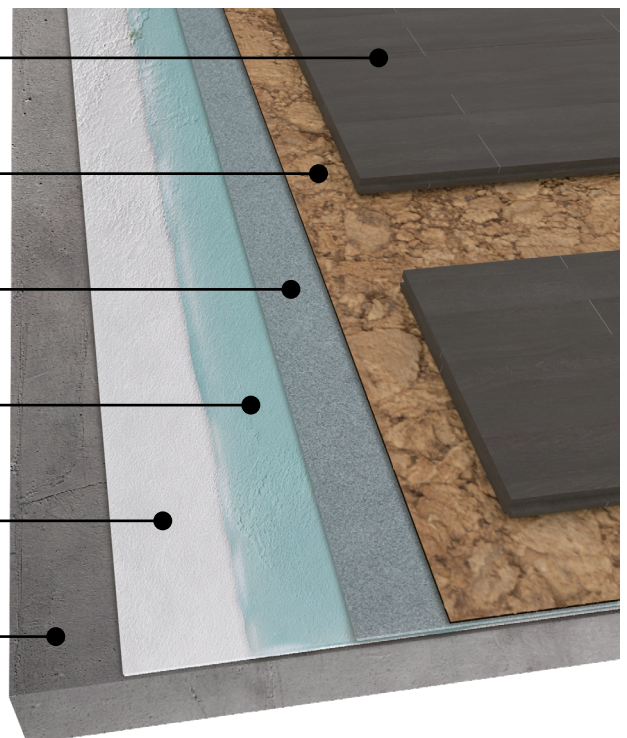
Clever Underlay

Clever Level

Universal Primer

Clever Moisture Barrier

Substrate



That's **Clever.**

cleverchoice.com.au

Featured photographs are printed reproductions and should only be used as a guide, indication, or point of reference. Before making a purchasing decision always inspect actual samples at your nearest retailer. Colour and appearance can vary Whilst every effort is taken to ensure the information presented is accurate and free from error, it is possible that some data may change without notice.

Specifications are subject to manufacturing tolerances and may be changed without prior notice. Please refer to our website www.cleverchoice.com.au for warranty terms and conditions, product installation guidelines, care and maintenance guides, or to download product test reports. These documents are also available from your place of purchase.