

M760 PVC FLOORING ADHESIVE



Technical Data Sheet

PRODUCT DESCRIPTION

M760 PVC Flooring Adhesive is a high-performance water-based adhesive specifically formulated for the secure installation of a wide range of PVC floor coverings, including both sheet and roll formats, as well as PVC-backed carpet tiles. This adhesive is designed for application over absorbent substrates, providing strong initial grab to prevent newly installed flooring from shifting and excellent final adhesion to resist castor wheel pressure after full curing.



FEATURES

- Eco-friendly, low VOC formulation
- High initial strength – prevents newly installed flooring from shifting
- Strong final adhesion – resistant to pressure from wheels after curing
- Ready-to-use, no dilution required
- Suitable for absorbent substrates with proper preparation

SUITABLE SUBSTRATES

1. M760 PVC Flooring Adhesive is intended for use over porous and absorbent substrates that are sound, dry, clean, flat, crack-free, and free of wax or grease. The substrate must be sufficiently strong (compressive strength >20 MPa; tensile bond strength >1.0 MPa). A cementitious self-leveling underlayment with a minimum thickness of 2 mm is recommended prior to installation to achieve a smooth and level surface. M760 is also compatible with porous raised wooden floors, plywood underlays, and particleboard substrates.
2. For non-absorbent substrates (e.g., glazed tiles, polished concrete), a pressure-sensitive adhesive such as M720 RF-Lock should be used instead.

SUBSTRATE PREPARATION

1. Remove all contaminants such as oil, wax, and curing agents over substrates; properly vacuum off any loose particles and
2. other potential bond breakers.
3. For installation over nonporous substrates, apply a minimum 2 mm thickness of cementitious self-leveling with proper nonporous primer prior to application.
4. Loose substrates should be mechanically grinded, sanded, or reinforced with M139 Water-Based Reinforcer. Highly porous substrates should be treated with M318 Water-Based Primer or M350 General Primer to reduce absorbency.
5. M760 PVC Flooring Adhesive is not a moisture barrier; for damp and moist substrate, apply M139 Water-Based Reinforcer or M190 Epoxy Moisture Barrier and Reinforcer according to moisture level and requirements per flooring manufacturers.

6. Substrate defects may be quickly repaired and smoothed using M210 Ultra-Light Prep and M220 Rapid Repair Mortar.
7. Any structural, construction, or expansion joints should be honored and carried up through the flooring system. All non-structural cracks should be repaired through M190 Epoxy Moisture Barrier and Reinforcer with corrugated steel plates.
8. For uneven substrates that cannot qualify for flatness required per flooring manufacturers, choose M520 Standard Self-Leveling for leveling up to 10 mm or M632 Premium Self-Leveling for leveling up to 40 mm.

PRODUCT APPLICATION

Please read the product safety data sheet (MSDS) prior to using. Follow all flooring manufacturers' guidelines for installation.

1. M760 PVC Flooring Adhesive is ready-to-use and should never be diluted with additional water to increase coverage. Briefly stir the adhesive after opening to ensure proper mixing.
2. Apply and spread the adhesive evenly across the substrate using an A2/A3 notched trowel. Rollers are not suitable for applying M760.
3. Allow the applied adhesive to tack for 10 to 15 minutes prior to laying the floor covering; the tack and wait time will vary according to jobsite temperature and substrate absorbency.
4. After the adhesive becomes tacky, install the floor covering within its 20-30 minute open time to ensure proper transferring of the adhesive to floor-backing.
5. Firmly press the floor covering over the adhesive bed to ensure all adhesive ridges are impressed; remove any entrapped air through cork pads or weighted rollers.
6. Avoid foot traffic while the adhesive is still wet.
7. Clean wet adhesive from hands, tools, and clothing with warm and soapy water; dried and cured adhesive can be removed mechanically or using green solvents.

PRODUCT DATA

Color	White
PH	7-8
Density	1.4 kg/L
Consumption	300-350 g/m ² (A2/A3)
Tack Time	10-15 min
Open Time	20-30 min
Foot Traffic	24 hrs
Commercial Traffic	3-5 days
Final Strength	7 days
Peel Strength (JC/T 550-2019)	>1.0 N/mm ²
Shear Strength (JC/T 550-2019)	>0.3 MPa
Free Formaldehyde (GB50325-2020)	0 g/L
Total VOC (GB33372-2020)	<50 g/L
Applicable Temperature	15-35°C
Cured Temperature Tolerance	<50°C

Note Adhesive consumption will vary according to substrate flatness and porosity; tack time, open time, and cure time will vary according to jobsite temperature, humidity, and substrate porosity; tested peel strength and shear strength will vary according to floor types installed.

PRECAUTIONS

- If the substrate temperature is below 15°C or the ambient relative humidity exceeds 75%, expect a longer tack time and cure time; consult technical support.
- If a thin film is observed over the adhesive surface after opening the container due to prolonged storage time, remove before use.
- NEVER dispose wet adhesive through drainages.
- Unfinished adhesive may be re-used; seal the container tightly to prevent the adhesive from curing.
- M760 PVC Flooring Adhesive is intended for indoor use and use over dry-areas only. To install vinyl flooring in outdoor or wet areas, use M917 Ecowood-MS or M919 Two-Component Polyurethane Adhesive.

PACKAGING & STORAGE

- Available in 25 KG Pails; other sizings such as 5 KG, 1 GAL, 4 GAL are available upon request.
- Shelf life of M760 PVC Flooring Adhesive is at least 12 months from production date when properly stored indoor in unopened packaging, with a temperature between 5°C to 35°C and avoiding freeze, thaw, and direct sunlight.

EXECUTIVE STANDARD

JC/T 550-2019 Adhesives for Polyvinyl Chloride Floor Coverings

SAFETY INFORMATION

PLEASE READ THE SAFETY DATA SHEET THOROUGHLY PRIOR TO APPLYING THE PRODUCT

Ensure suitable PPE (Personal Protective Equipment) such as protective gloves, respiratory, face, skin and eye protection are worn at all times while handling this product. Avoid breathing dust, fumes, gas, mist, vapors or spray. Avoid contact with eyes and skin. If this product comes in contact with skin, rinse with soap and plenty of water. If the product comes in contact with eyes, wash out immediately with water. Ensure adequate ventilation during mixing and application. Wash contaminated clothing before reuse. Keep out of the reach of children. Call a doctor if you feel unwell. Safety Data Sheet (SDS) is available on request.

TECHNICAL SERVICES

Adhere to all product limitations, and if unsure about a particular application, contact Morient Mortar at:

USA: (908) 809-5672

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