

M770 LINOLEUM FLOOR ADHESIVE



Technical Data Sheet

PRODUCT DESCRIPTION

M770 Linoleum Floor Adhesive is a water-based, synthetic resin-based dispersion adhesive specifically formulated for the professional installation of linen sheet and tile flooring over absorbent, leveled substrates. It is non-flammable, frost-resistant, and features high initial bond strength, allowing for immediate wet bonding on suitable substrates without any wait or tack time. M770 is environmentally friendly with low VOC-emissions and is free of formaldehyde, making it a proper and ideal choice for indoor use and projects with strict indoor air quality requirements.



FEATURES

- Ready-to-use and immediate bond with zero tack time
- Water-based, eco-friendly formula
- High initial bond to fix flooring over wet adhesive
- Hard-set and strong final bond to restrict flooring deformation
- Resistant to impact and rolling loads after cured
- Suitable for absorbent substrates
- Extremely low VOC and free of formaldehyde
- Apply with a trowel (B1 Notch)

SUITABLE SUBSTRATES

1. M770 Linoleum Floor Adhesive is designed for application over absorbent substrates only.
2. M770 Linoleum Floor Adhesive is suitable for porous and absorbent substrates that are sound, dry, clean, crack-free, grease-free, wax-free, and strong (compressive strength >25 MPa; tensile bond strength >1.0 MPa). Cementitious self-leveling applications of at least 2 mm are recommended prior to installation with M770 to provide a smooth and leveled surface. M770 is also compatible with porous raised floors, plywood boards, and OSB boards.

SUBSTRATE PREPARATION

1. Remove all contaminants such as oil, wax, and curing agents over substrates; properly vacuum off any loose particles and other potential bond breakers.
2. For installation over nonporous substrates, apply a minimum 2 mm thickness of cementitious self-leveling with proper nonporous primer prior to application.
3. Loose substrates should be mechanically grinded, sanded, or reinforced with M139 Water-Based Reinforcer.
4. Highly porous substrates should be treated with M318 Water-Based Primer or M350 General Primer to reduce absorbency.
5. M770 Linoleum Floor 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 manufacturer.

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.

FLOORING ACCLIMATION

M770 Linoleum Floor Adhesive provides excellent final bonding strength to effectively restrict flooring deformation caused by temperature and weather fluctuations after installation. However, all floor coverings installed should still be acclimated to jobsite conditions prior to installation to avoid any flooring deformation before the flooring adhesive develops final strength.

PRODUCT APPLICATION

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

1. Do not dilute. If a small amount of clear liquid is visible on top after opening the bucket, stir the adhesive thoroughly until uniform.
2. Apply the adhesive with a B1 notched adhesive trowel.
3. When applying over absorbent/porous subfloors, apply the linoleum flooring directly into the wet adhesive. No wait time or tack time is required.
4. When applied wet, the water content in M770 will moisturize the jute backing of the linoleum and improve final bond strength.
5. Thoroughly press and roll the flooring with a weighted roller of at least 50 kg to ensure all adhesive ridges are impressed and air entrapped and removed.
6. Securely press and lock all board ends, cut seams, and longitudinal joints together to ensure a flush, tight fit and prevent separation.

When applying over less absorbent subfloors or under less ideal conditions (e.g. lower temperature), repeat rolling and pressing after approx. 15 minutes.

Remove fresh adhesive spots immediately with water; dried and cured adhesives should be removed mechanically.

Application over underfloor heating systems:

M770 Linoleum Floor Adhesive is compatible with radiant heating systems, provided the manufacturer's startup and shutdown procedures are strictly followed. Turn off the heating 24 hours prior to installation and keep it off for at least 24 hours after completion. Afterward, increase the water temperature gradually by no more than 5°C per day

PRODUCT DATA

Material	Water-based synthetic resin
Color	Cream
Consistency	Thick; high viscosity
Density	1.4 kg/L
Consumption*	350-450 g/m ² (B1)
Tack Time / Wait Time*	0 min; Apply Immediately
Open Time / Work Time*	15-20 min
Peel Strength (JC/T 550-2019)**	≥1.0 N/mm ²

Shear Strength (JC/T 550-2019)**	≥0.5 MPa
Cure Time*: 24 hrsFinal Strength*	5-7 days
TVOC (GB 33372-2020)***	≤50 g/L
Free Formaldehyde (GB 30982-2014)	0 g/kg
Flammability	Non-flammable
Storage Conditions	5-35°C; avoid freeze, thaw, and direct sunlight exposure
Shelf Life	At least 12 months from production date

Notes: *Varies according to substrate porosity, flatness, and ambient temperature and humidity. **Varies according to specific floor types itself; tested value to be between 1.3-1.6 N/mm² for peel strength and 0.6-0.7 MPa for shear strength. ***Actual tested TVOC value per GB 33372-2020 is 23.5 g/L

PRECAUTIONS

1. 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. Always ensure proper ventilation at the jobsite.
2. If a thin film is observed over the adhesive surface after opening the container due to prolonged storage time, remove before use.
3. NEVER dispose of wet adhesive through drainages. Unfinished adhesive may be re-used; seal the container tightly to prevent the adhesive from curing.
4. M770 Linoleum Floor 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.

EXECUTIVE STANDARD

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

GB 33372-2020 Limits of Volatile Organic Compounds Content in Adhesives

GB 30982-2014 Limit of Hazardous Substances in Construction Adhesive

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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