

Not All Paints Are Created Equal

Do you still get what you asked for?



2019 Spring Convention | April 8-10 | Jacksonville, Florida

Waterproofing
with **Aesthetics**
making it dry and appealing to the eye

CONSOLIDATION & COMMODITIES



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ARCHITECTURAL PAINTS



PCI Coatings Magazine – Race to the Top

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GENERAL DESCRIPTION

Extends in every way of life. In an historic heritage of quality spanning more than 100 years. Only the very best products, backed by decades of research testing, are worthy of carrying on the tradition. Protected with the advanced technology of urethane technology. Exterior Paint & Primer in One provides extraordinary durability and protection against the harsh outdoor elements with Color Technology provides a broad spectrum of color choices for use on aluminum, architectural plastic, composite, fiber cement, vinyl, and wood siding and trim.

RECOMMENDED SUBSTRATES

Aluminum Trim, Siding
Brick Fiber Cement Vinyl
Concrete Masonry Wood

CONFORMANCE STANDARDS

VOC compliant in all regulated areas

APPLICATION INFORMATION

Stir thoroughly. When using more than one container of the same color, attempt to ensure color uniformity. USE WITH ADEQUATE VENTILATION. KEEP OUT OF REACH OF CHILDREN. Read all label and Material Safety Data Sheet (MSDS) information prior to use. MSDS are available through our website or by calling 1-800-441-0905.

Application Equipment: Apply with a high quality brush, roller, paint pad, or by spray equipment. Where necessary, apply a second coat.
Adhesive Spray: Pressure 2000 psi, @ 0.012" - 0.021"
Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by aerosol equipment may cause serious injury.

Brush: Polyester/Nylon Brush
Roller: 3/8" - 3/4" nap roller cover
Thinning: Thinning is not usually required. If necessary, add no more than 1/8 pint (118 mL) of water per gallon (3.78L) of paint.

Permissible temperatures during application

Material: 35 to 90°F 2 to 32°C
Air/Wall: 35 to 100°F 2 to 38°C
Substrate: 35 to 100°F 2 to 38°C

FEATURES / BENEFITS

Features:
urethane technology
100% acrylic latex
Dif and mild-mildew resistant on the paint film
Excellent fade resistance
Paint & Primer in One
Excellent adhesion
Application down to 39°F (2°C)
Low VOC formula
Fully brushable
Minimal spatter

TINTING AND BASE INFORMATION

Refer to the appropriate color formula book, automatic tinting equipment, and/or computer color matching system for color formulas and tinting instructions.

*Must be listed before use.

Some colors, graphic color changes, or printed substrates may require more than one coat to achieve a uniform finish.

Use 1 when painting vinyl and similar plastics. For color selection information, call 1-800-441-0905.

PRODUCT DATA

PRODUCT TYPE: 100% Acrylic Latex
SHEEN: Flat, 0 to 5 (SP) Gloss Meter
VOLUME SOLIDS*: 39% +/- 2%
WEIGHT SOLIDS*: 56% +/- 2%
VOC:** <50 g/L (3.4 lbs./gal.)

WEIGHT ALLOW: 11.6 lbs. (5.3 kg) ± 0.2 lbs. (91 g)
*Product data calculated on product 70-317.

COVERAGE: Approximately 400 sq. ft./gal. (37 sq. m/pt U.S. gallon (3.78L)) depending on surface texture and porosity.

Wet Film Thickness: 4.0 mils
Wet Miltime: 102 minutes
Dry Film Thickness: 1.5 mils
Dry Miltime: 30 minutes

Coverage figures do not include loss due to surface irregularities and porosity or material loss due to application method or mixing.

DRYING TIME: Dry time @ 77°F (25°C), 50% relative humidity.

To Handle: 30 minutes
To Recoat: 4 hours minimum

To Full Cure: 30 days
Drying times listed may vary depending on temperature, humidity, film build, color, and air movement. For example, product applied at 39°F (2°C) would require a minimum of 24 hours before recoat.

CLEANUP: Clean tools and hands immediately with warm soapy water.

DISPOSAL: Contact your local environmental regulatory agency for guidance on disposal of unused product. Do not pour down a drain or into storm sewer.

FLASH POINT: Over 200°F (93°C)

Benefits:
Provides a tough, flexible coating that helps prevent the film from cracking, peeling or flaking.
Excellent durability and adhesion, soap and water cleanup
Splays cleaner longer
Color stays truer longer
A primer coat is not usually necessary
Minimizes peeling and cracking
Extends the painting season
Saves for the environment
Smoother application, minimizes dips and runs
Less mess during application
Expands color options

Exterior Acrylic Flat

APPLICATION

For coating in the acrylic technology technology (most durable and long available for 7 your home.

Do not allow you the -100 color options, one of darker colors apply or building sand, stable vinyl

Selection
down to 39°F

Using
wiring

Most colors
250-300 sq ft/gal
3.2 - 2.7 mils dry
a coat, 3.0 mils off

By dependent
@ 45°F*

1 hour
4 hours
3-5 units @ 65*

Strength

Kinds and some woods, such as redwood and water, contain a high amount of tannin, a natural wood extract. If applied to these bare woods, the first coat of may show some staining, but it will be trapped in the first coat. A second coat will uniform the appearance. If staining persists, spot prime separate areas with 1 coat of Exterior Oil-Based Wood Primer prior to using

(weight)
0.2 gal, 0.42 lb/gal
0.250-0.354 x 1.0

43 ± 2%
56 ± 2%
11.43 lb
10A

Acrylic

The coating contains
all of mils on the

SPECIFICATIONS

Exterior Acrylic Latex is self-priming on most surfaces.
Apply 2 coats on new, bare substrates or 1 coat for repair.
Use on these properly prepared surfaces:

Aluminum & Aluminum Siding/
Galvanized Steel/
Concrete Block/
Split Face Brick
Cement Composition Siding/Panels/
Stucco
Concrete

Painted
Wood
Vinyl Siding

Surfaces with a pH greater than 10 must be primed with a high pH-resistant coating such as Concrete & Masonry Primer/Sealer.

Standard latex primers cannot be used below 50°F. See specific primer label for that product's application limitations.

Concrete masonry units (CMU) - Surface should be thoroughly clean and dry. Air material and surface temperatures must be at least 50°F (10°C) before filling. Use Block Surface. The filler must be thoroughly dry before topcoating.

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On large expanses of metal siding, the air surface, and material temperatures must be 50°F or higher.

SURFACE PREPARATION

WARNING: Removal of old paint by sanding, scraping or other means may generate dust or fumes that contain lead. Exposure to lead dust or fumes may cause brain damage or other serious health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For more information, call the National Lead Information Center at 1-800-424-LEAD (in US); or contact your local health authority.

Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Scrape and sand peeled or checked paint to a smooth surface. Sand glossy surfaces dull. Seal stains from water, smoke, ink, pencil, grease, etc. with the appropriate primer/sealer. Recognize that any surface preparation short of total removal of the old coating may compromise the service length of the system.

Aluminum and Galvanized Steel
Wash to remove any oil, grease, or other surface contamination. All corrosion must be removed with sandpaper, wire brush, or other grinding method.

Coatings
Gaps between windows, doors, trim, and other through-the-wall openings can be filled with the appropriate caulk after priming the surface. Allow proper drying time before application of the finish.

Cement Composition Siding/Panels
Remove all dirt, dust, grease, oil, loose particles, lint, foreign material, and peeling or defective coatings. Allow the surface to dry thoroughly. If the surface is new, test for pH. If the pH is higher than 8, prime with Concrete & Masonry Primer. After primer washing, previously painted masonry may still have a powdery surface that should be sealed with Conditioner and then apply 1 coat of

Cement Composition Board/Hardboard
Because of the potential for wax bleeding out of the substrate, apply 1 coat of Exterior Oil-Based Wood Primer and then topcoat.

acrylic

Warm, humid, southern climates. It provides lasting beauty and protection, with exceptional weathering performance. It is ideal for properly prepared wood, wood siding, window trim and casis, concrete and masonry, iron metal and wood-painted surfaces.

Product Data Product Type:	Waterborne / 100% Acrylic	
	Brush, roller, aerosol or conventional spray	Gloss (40°):
100 sq. ft. 1 lb to 1 gal 4 lb to 4 gal	Wet Solids %Z:	56% 59%
	Vol Solids %Z:	45% 50%
	Wet Film Mil:	4.0-5.3 4.0-5.3
	Dry Film Mil:	1.6-2.2 1.5-2.0
Non/Unremovable/200% Soap and water	Coverage / Gal*	300-400 300-400
	*Coverage and dry milage will vary by substrate type and porosity	
	VOC, grams per liter**	<50 <100
with 0% VOC compliant based on test by EPA, CARB, MN COP-1, C0004	**As stated unless otherwise indicated by the addition of solvent	
	Viscosity @ 25°C:	105 105

Scrape or remove old paint. Lead is toxic and exposure to lead dust particles can cause serious illness including brain damage. If adequate ventilation is not possible, wear a NIOSH approved respirator to avoid inhalation of the fumes and to keep your eyes and mouth moist. Before starting any project, you should find out how to protect yourself and read EPA's C000 or visit our website at www.epa.gov.

dependent on the integrity and condition of the substrate. All surfaces should be clean and free of any dirt, rust, grease, or contaminants that might adversely affect the adhesion and performance of this product. Any faded or deteriorated painted surfaces should be primed in accordance with manufacturer's recommendations. Group substrates should be uniform, and they along with any indentations should be smoothed flush with the surface, sanded smooth and stained uniformly. **Plaster:** Plaster, hardcoat, seal coat or other alkali surface should be allowed to cure for at least 30 days before use. **Masonry:** Seal concrete and masonry should cure for at least 30 days prior to painting. All gaps with open condition should be sanded smooth, water clean and then primed. Any leaks or recessed areas must be primed first with a quality stain blocking primer. **Formaldehyde:** The surface must be cleaned thoroughly to remove any other residual paint.

The application process. Product should be applied by brush, roller or aerosol spray. Apply coating while the maintaining fresh in the substrate. When using roller application, product should be applied in a downward direction to allow for a 1/2" recommendation to work the material into the pores and reduce porosity in the paint. **Thinning:** Thinning is not required unless otherwise noted. Warm, soapy water. **Spot equipment should be flushed thoroughly after each use. Break:** Use 8/200 solvent or brush/water depending on porosity. **Notes:** Repeat film thickness 35 and 35. To see actual dry coating. Do not use when air surface or product temperatures are below 50°F or above 100°F. Clearing should not

WARNING: USE ONLY WITH ADEQUATE VENTILATION Avoid prolonged contact with skin, and breathing of dust, fumes during application and drying. Wear an appropriate fitted respirator (NIOSH approved). Wear eye protection. Do not eat, drink or smoke during and dry location. **REMARK:** In case of the contact immediately flush with plenty of water and seek medical attention immediately.

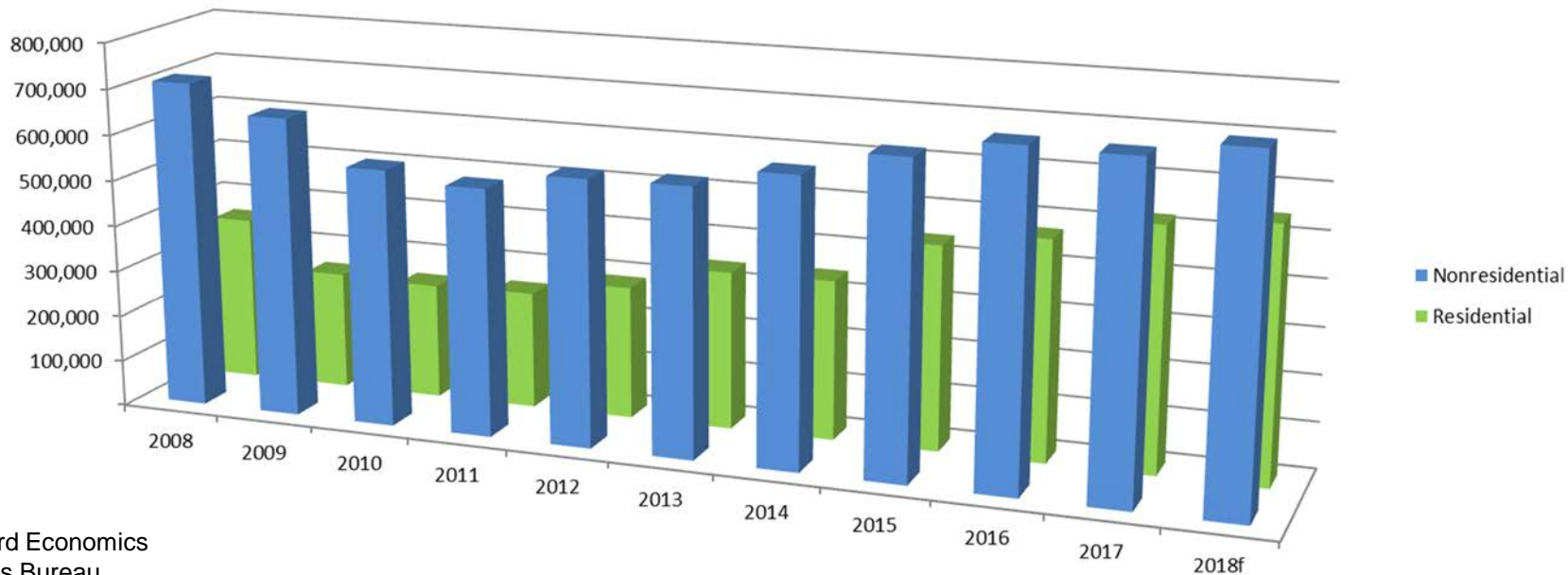
See page 97.
Repeat items

PRODUCT DATA COMPARISON			
	Commercial Coating	National Brand 1	National Brand 2
	Ext Flat	Ext Flat	Ext Flat
Finish	Flat	Flat	Flat
Vehicle	100% Acrylic	100% Acrylic	100% Acrylic
Fill Level	5 gallons	5 gallons	5 gallons
Volume Solids	46%	43%	46%
lbs/gal	11.2	11.4	12.5
Coverage sqft/gal	140	250 - 300	250 - 300
WFT per Coat mils	12	5.3 - 6.4	4.6 - 6.4
DFT per Coat mils	5	2.2 - 2.6	2.1 - 2.9
System	2 coats	2 coats	2 coats
VOC	<50 gms/L	<50 gms/L	<50 gms/L
Performance Tests			
ASTM E 96 Permiability	17 perms (5 mils DFT)	Not Listed	Not Listed
ASTM D 1653 Water Vapor Trans.	Not Listed	Not Listed	31.7 (2.9mils DFT)
ASTM D638 Tensile Strength	130 psi	Not Listed	Not Listed
ASTM D638 Elongation	650%	Not Listed	Not Listed
ASTM D2370 Tensile Strength	Not Listed	Not Listed	340 psi
ASTM D2370 Elongation	Not Listed	Not Listed	20%
ASTM D 1308 Alkali Resistance	Not Listed	Not Listed	Pass
ASTM D 6904-3 Wind Driven Rain	Pass (1 coat)	Not Listed	Pass (3 coat system)
ASTM D3273 Mold Resistance	Pass	Not Listed	Pass
ASTM D6695 Accelerated Weathering	Pass 10000 hours	Not Listed	Not Listed
ASTM B117 Salt Spray	Pass	Not Listed	Not Listed
ASTM D522 Flexibility	Pass	Not Listed	Pass
ASTM D 968 Abrasion Resistance	Pass	Not Listed	Not Listed
EN 1062-6 Carbon Dioxide Diffusion (concrete equivalent thickness)	19.7 ins	Not Listed	Not Listed

MARKET SEGMENTATION

Annual Value of Construction Put in Place 2008-2018

Millions US Dollars



FMI, Oxford Economics
US Census Bureau
JLL Research

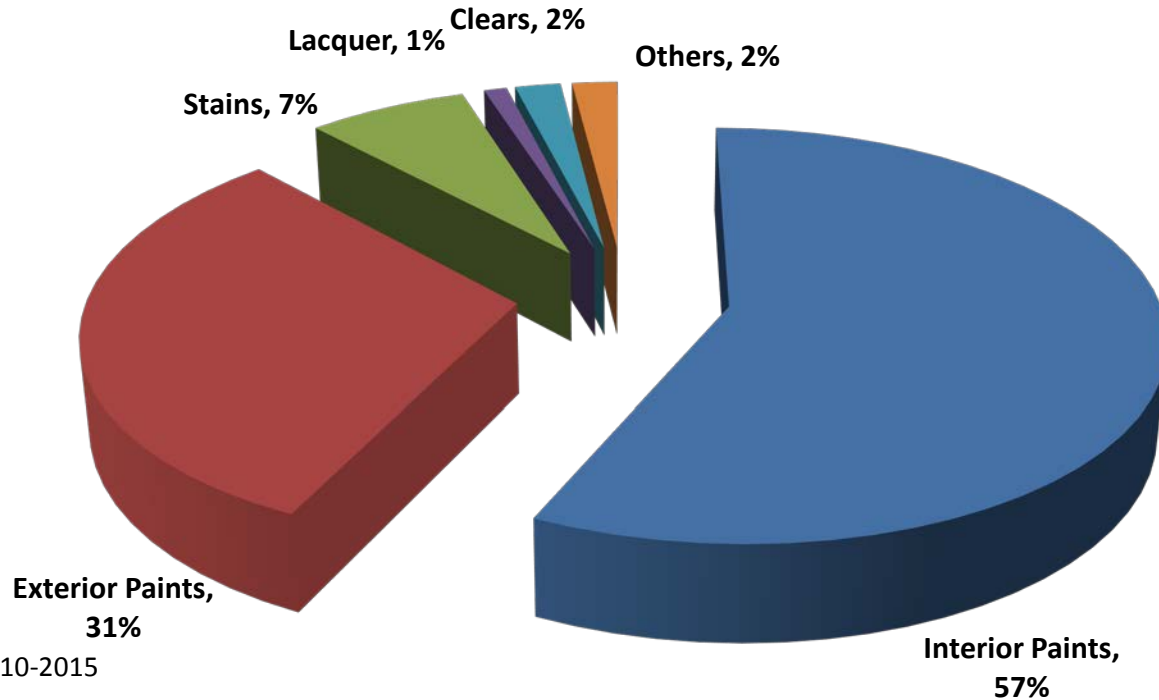


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MARKET SEGMENTATION

Estimated Architectural Coatings by End Use By Value



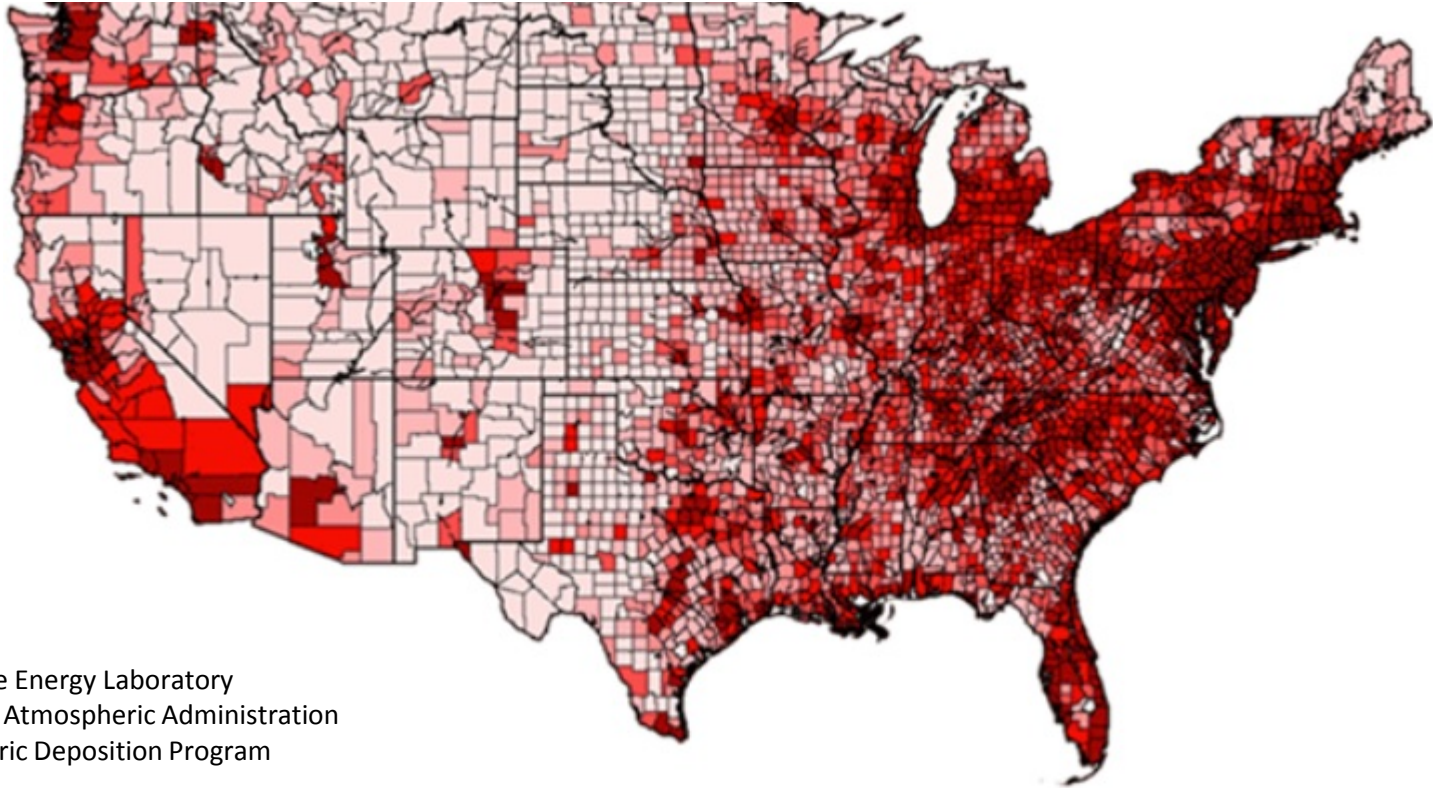
ACA Market Analysis: 2010-2015



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POPULATION DENSITY



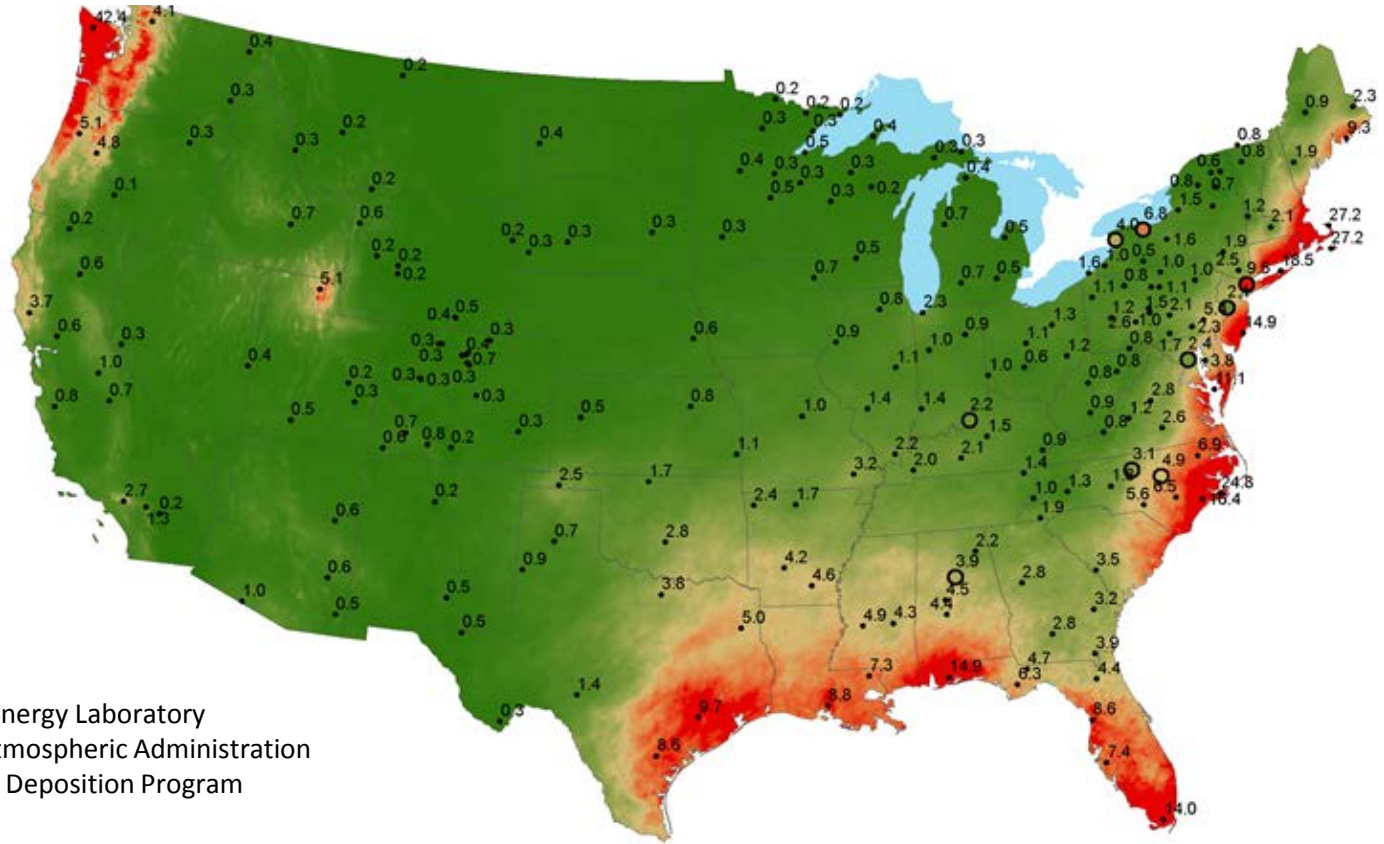
US Census Bureau
National Renewable Energy Laboratory
National Oceanic & Atmospheric Administration
National Atmospheric Deposition Program



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CHLORIDE ION DEPOSITION



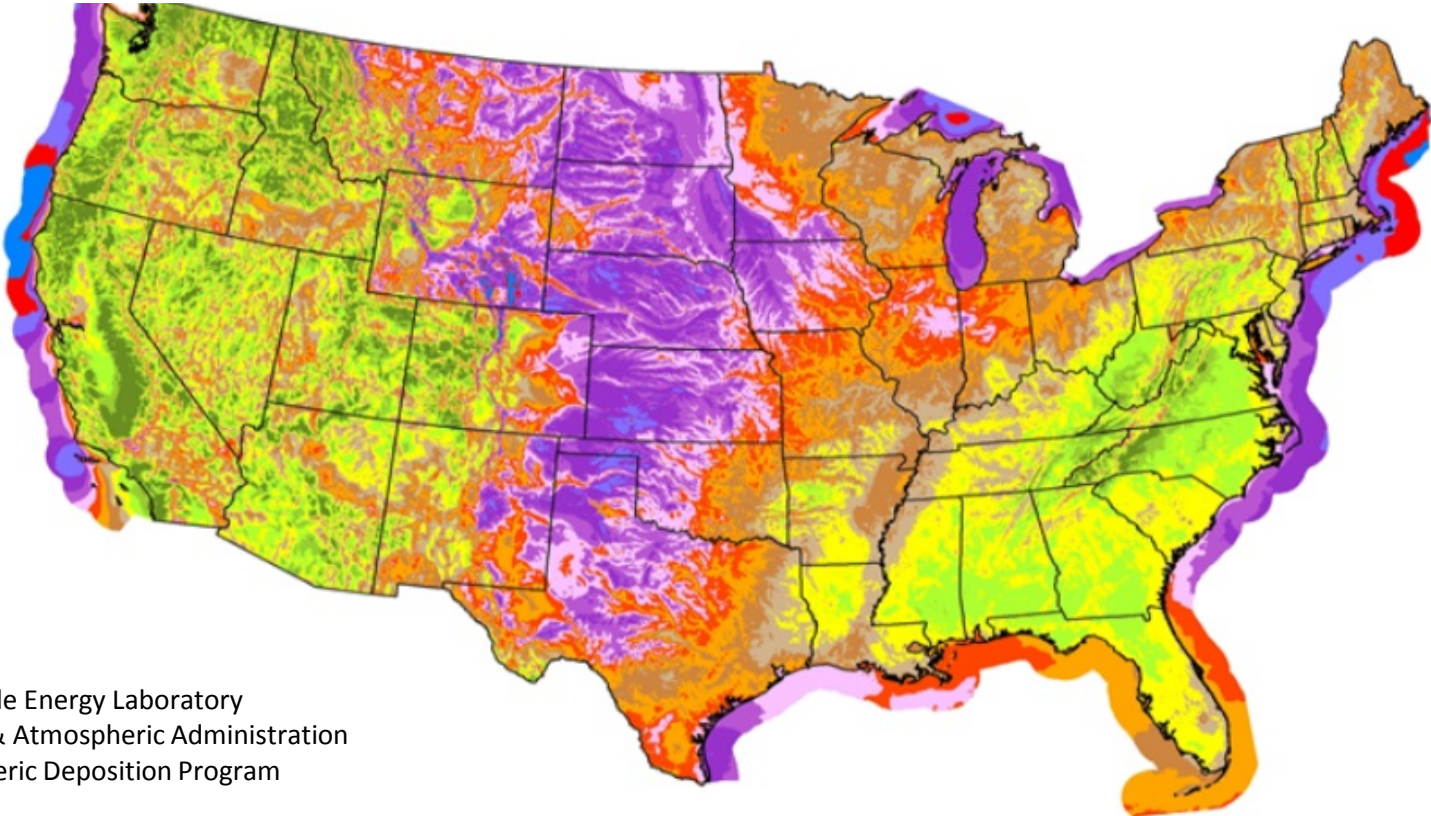
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ONSHORE & SURFACE WINDS



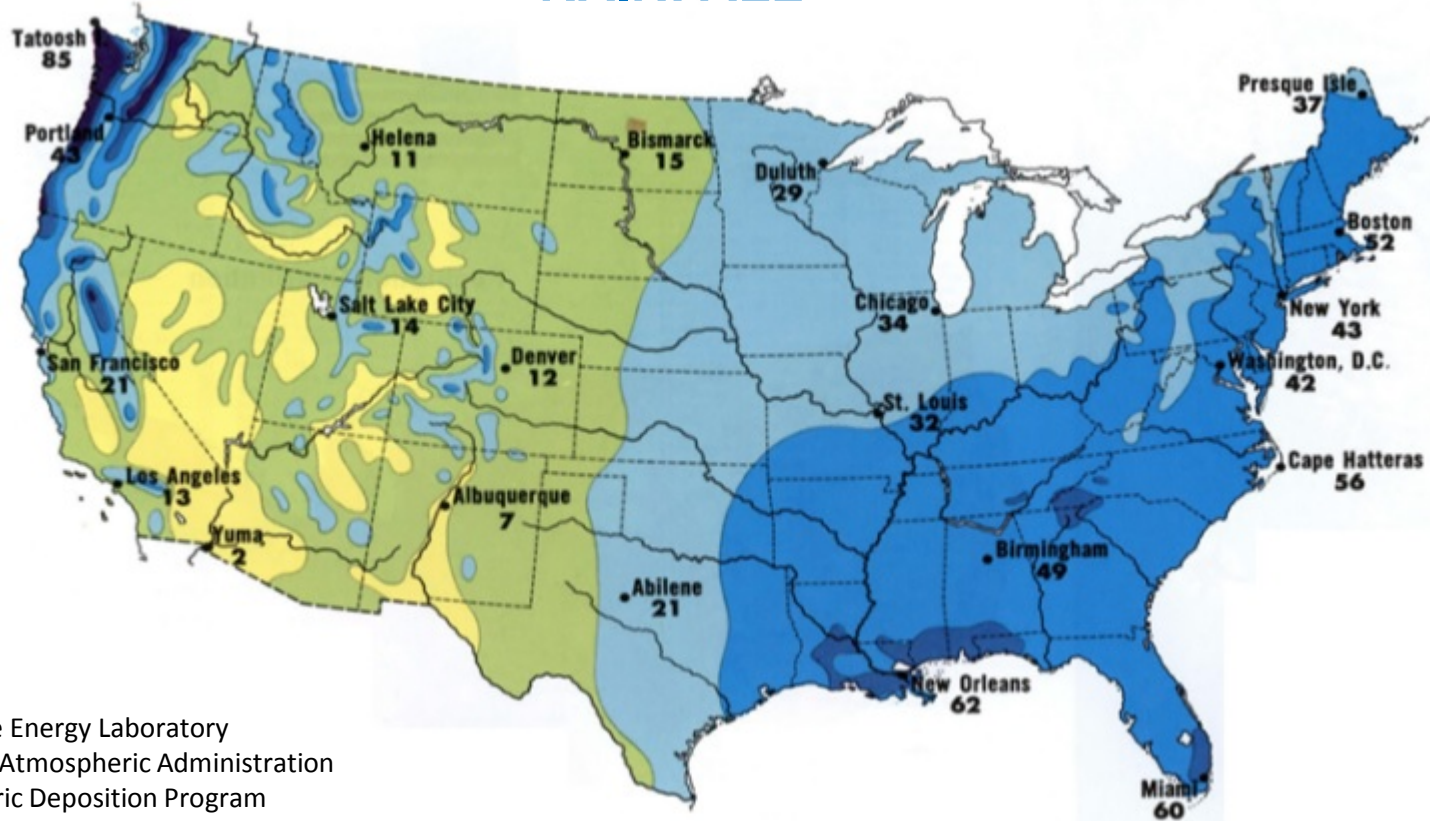
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RAINFALL



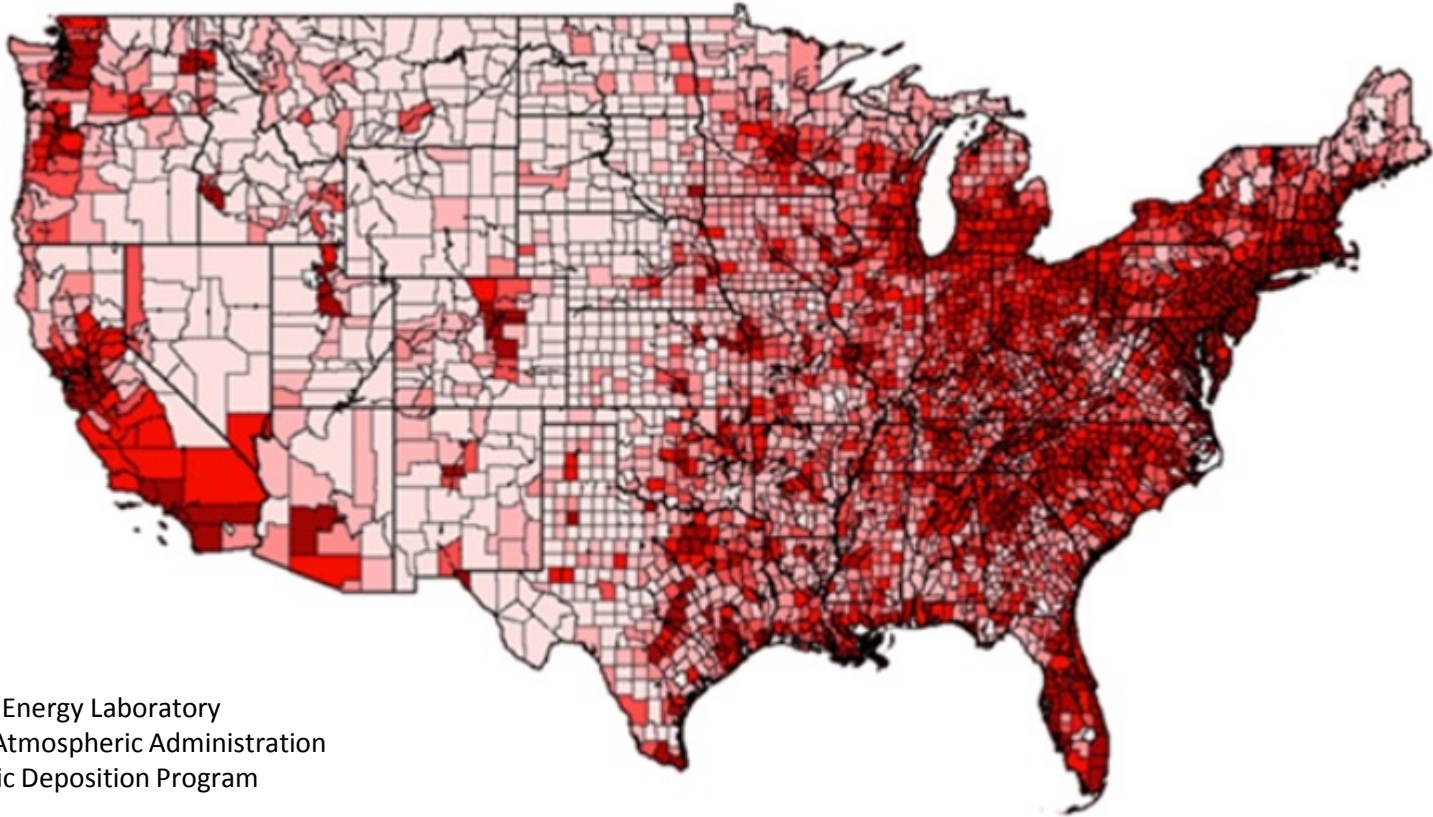
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Beacon Roofing Supply



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Above Grade Concrete Waterproofing* Solutions Points to Consider



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NEED FOR MASONRY COATINGS









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- 1,400 Core colors, 100 Whites, 100 Classics (our most popular colors), 96 Accents and the 300 Then, Now & Forever® color collection
- Sequential numbering in each section so colors are easy to find
- Icons that provide important information about a color, such as:



- ⚠ Alkali-Sensitive – may fade on highly alkaline masonry surfaces
- Ⓜ Interior Use Only – may fade due to low resistance to UV rays
- ⓁH Low Hide – may require multiple coats
- ⓂH Historic – colors that are historically accurate

ay SW 0077

Pink Flamingo SW 0080

Radiant Lilac SW 0074

Ⓜ	For interior use only.
P	Optimum color results are achieved using the designated Color-Prime.®
	Available only in ColorAccents.®

SW 0052

Samples approximate the actual paint color.
Some colors limited to select product lines.

CONCRETE & MASONRY COATINGS





ASTM
INTERNATIONAL



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Coatings Testing

- ASTM D2370 – 16
Standard Test Method for Tensile Properties of Organic Coatings
- ASTM D638 – 14
Standard Test Method for Tensile Properties of Plastics
- ASTM D412 – 16
Standard Test Methods for Vulcanized Rubber and Thermoplastic Elastomers



Technical Data				
REPORT	TEST METHOD	TEST CRITERIA	TEST RESULTS 80211	TEST RESULTS 80212
Crack Bridging	ASTM C-1305	At -15°F (-26°C)	N/A	Pass No cracking
Tensile Strength psi (MPa)	ASTM D-412		290 (2.00)*	290 (2.00)
Elongation at Break (%)	ASTM D-412		450*	450

Resistance to wind-driven rain – ASTM D6904

Fungal resistance – ASTM D3273

Elongation (at break) at 73°F (23°C) and 50% relative humidity – ASTM D638

Tensile strength – ASTM D638

Mandrel bend test – ASTM D522

Mandrel bend test – ASTM D522

825%

65 psi (0,45 MPa)

Passed (no cracking)

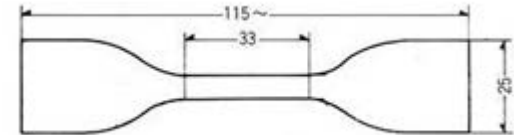
Passed (no cracking)

Flexibility, Mandrel Bend, % Elongation

TEST METHOD	TEST CRITERIA	TEST RESULTS 80211	TEST RESULTS 80212
ASTM D-522	At 70°F (21°C)	>32 (no crack)	>32 (no crack)
	At -14°F (-26°C)	>32 (no crack)	>32 (no crack)

Moisture Resistance

TEST METHOD	TEST CRITERIA	TEST RESULTS 80211	TEST RESULTS 80212
ASTM D-2247	14 day exposure	No Deterioration	No



Coatings Testing

- ASTM D4541
Pull Off Strength of Coatings (metallic substrates)
- ASTM D7234
Pull Off Adhesion Strength of Coatings on Concrete

Moisture Resistance	ASTM D-2247	14 day exposure	No Deterioration
Mold Resistance	ASTM D-3273	90 day exposure	No Mold Growth 95% Relative Humidity
Adhesion to Concrete psi (MPa)	ASTM D-4541		320 (2.20)
Water Vapor	ASTM E 06	1 coat	25 (1.131)
Permeability (ng/Pa·s·m²)	Wet-cup method		
Carbon Dioxide Diffusion Resistance	EN-1062		1,400,000



Coatings Testing

- ASTM G23
Carbon Arc Exposure With and Without Water Exposure (withdrawn 2000)
- ASTM G26
Xenon Arc Exposure With and Without Water Exposure (withdrawn 2000)
- ASTM G155
Xenon Arc Exposure for Exposure of Non Metallic Materials
- ASTM D4587
Fluorescent UV Condensation Exposure of Paint and Coatings
- ASTM D6695
Xenon Arc Exposures of Paint and Related Coatings

PROPERTY	RESULTS	TEST METHOD
Resistance to wind-driven rain	Meets requirement – no water penetration	TT-C-555B
Accelerated weathering, 5,000 hrs	Passes	ASTM G 23, Type D
	Passes	ASTM D 1729

Flame Spread and Smoke Development (ASTM E-84-94)

Flame Spread: 0 Smoke Development: 5 Class Rating: A

Weathering (ASTM G-26) 2000 hours Excellent, no chalking or cracking.

Light Reflectance Value (ASTM E-1164) 91%



INDUSTRY STANDARDS



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