

Quality Painting

OPPORTUNITIES Series



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Elastomeric WALL COATINGS

The Paint Quality Institute reports that: *Quality Elastomeric Wall Coatings Offer Exceptional Protection, Durability for Exterior Masonry Surfaces*

Benefits

- **Thick, Flexible Film “Bridges” Cracks** that may form due to changes in temperature
- **Blocks Wind-driven Rain** from getting into masonry
- **Retains Smooth, Just-painted Appearance**
- **Available in a Variety of Colours**
- **Long Lasting:** rely on latest technology in top quality 100% acrylic paint products

Requirements

- **Thorough Surface Preparation** to remove all dirt, mildew, loose and, unsound paint
- **Eliminate Moisture** in or behind masonry, as evidenced by:
 - visible moisture
 - efflorescence on the surface
 - previous, premature failure of paint
- **Apply Quality Masonry Primer or Sealer if:**
 - the masonry is less than one year old
 - surface is particularly porous
- **Use Top Quality Exterior 100% Acrylic Elastomeric Wall Coating**
 - apply two coats for a total dry film thickness of at least 350 microns
 - apply under proper weather conditions
- **Use a Quality-oriented Professional Painter**

