



**PRODUCT DATA SHEET**  
**PROD. #1425 MEDIUM TEXTURE**  
**RICH FLEX 100% ACRYLIC**  
**ALKALI RESISTANT TEXTURED FINISH**



**PRODUCT DESCRIPTION**

**Rich Flex 100% Acrylic Alkali Resistant Medium Textured Finish** is a specially formulated 100% acrylic texture finish coating designed for application to both interior and exterior cementitious surfaces. Its special formula not only adds a decorative texture to the surface, but it also helps minimize surface defects and provides excellent durability. Easy to apply, it provides excellent coverage, has excellent weathering properties, and resists "alkali burn", commonly associated with new cementitious surfaces. It offers excellent product versatility, dries fast, is mildew resistant, non-yellowing, resists sagging and fading, is efflorescence resistant, and is VOC compliant. Mildew Resistant – This paint contains agents that inhibit the growth of mildew on the surface of this paint film.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	VOC COMPLIANCE												
<ul style="list-style-type: none"> <li>100% Acrylic Formula</li> <li>Excellent Coverage</li> <li>Excellent Durability</li> <li>Minimizes Surface Defects</li> <li>Prevents Alkali Burn</li> <li>Resists Sagging &amp; Fading</li> <li>Mildew Resistant</li> <li>VOC Compliant</li> <li>Easy To Apply</li> </ul>	<p><i>Suitable for the following properly prepared surfaces;</i>  <b>INTERIOR / EXTERIOR</b></p> <table> <tr> <td>Masonry</td> <td>Cementitious Siding</td> </tr> <tr> <td>Concrete Block</td> <td>Plaster, Brick</td> </tr> <tr> <td>CMU</td> <td>Gypsum Drywall</td> </tr> <tr> <td>Concrete</td> <td>Wood</td> </tr> <tr> <td>EIFS Stucco</td> <td>Ferrous Metal</td> </tr> <tr> <td>Stucco</td> <td>Non-Ferrous Metal</td> </tr> </table> <p><b>Great For Both Interior &amp; Exterior Use!</b></p>	Masonry	Cementitious Siding	Concrete Block	Plaster, Brick	CMU	Gypsum Drywall	Concrete	Wood	EIFS Stucco	Ferrous Metal	Stucco	Non-Ferrous Metal	<p><b>Product Quality:</b> Premium  <b>Product Use:</b> Interior / Exterior  <b>Application:</b> Brush, Roller Cover, Texture Spray  <b>Product System:</b> Water-Based  <b>Finish:</b> Matte</p>	<p><b>AIM</b> Yes  <b>OTC</b> Yes  <b>CARB</b> Yes  <b>SCAQMD</b> Yes  <b>MPI #</b> No  <b>LEED® 09CI</b> Yes  <b>LEED® 09NC</b> Yes  <b>LEED® 09CS</b> Yes  <b>LEED® H</b> Yes</p>
Masonry	Cementitious Siding														
Concrete Block	Plaster, Brick														
CMU	Gypsum Drywall														
Concrete	Wood														
EIFS Stucco	Ferrous Metal														
Stucco	Non-Ferrous Metal														

**SURFACE PREPARATION**

**General:** The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, mildew and any other surface contaminants that may adversely affect the performance of this coating material.

- Remove any loose, scaling, cracked or peeling paint from previously painted surfaces by hand scraping, sanding, wire brushing or by power tool cleaning methods, such as electric sanders or grinders, etc.
- For exterior surfaces, pressure wash the entire surface area using a unit with a minimum of 2000 psi of water pressure. More difficult areas should be hand scraped, sanded, wire brushed and/or power tool cleaned as mentioned above.
- For metal surfaces, remove any loose rust, mill scale, rust deposits or white rust from metal surface by the same methods as described above.
- Repair/replace any damaged and/or delaminated surface areas with the proper patching and/or building materials. Allow all patching materials to dry thoroughly before application of paint coatings.
- Sand all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces to effectively dull existing finish.
- Prime or spot prime all bare and/or new surface areas with Manufacturer's properly specified primer/sealer compatible to the surface type and before application of finish coating.

**Mildew** - Surface areas affected by mildew should be treated with a commercial mildew removal and/or wash product carefully following manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.

- WARNING!** If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and wet mop. Before you start, find out how you can protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-Lead, or log onto [www.epa.gov/lead](http://www.epa.gov/lead).

**PRODUCT ANALYSIS DATA**

**PIGMENT: 30.65%**

**VEHICLE: 69.35%**

*MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.*

**TECHNICAL DATA**

- COLORS:** White
- TINTING:** Universal Colorants
- VEHICLE TYPE:** 100% Acrylic
- VISCOSITY:** 125 KU ± 1
- GLOSS @ 60°:** Flat / 0-5 units
- FLASH POINT:** N/A
- VOC:** Not to Exceed 100 g/l – 0.84 lb/gal  
(Meets AIM, OTC, CARB & SCAQMD Standards)
- SOLIDS:** By Volume: 44.37% ± 2%  
By Weight: 51.53% ± 2%
- COVERAGE:** 100 – 125 Sq. Ft. / Gal.  
(Depending on Application & Surface Porosity.)
- MIL FILM:** Estimated @ 125 Sq. Ft. / Gal.  
**Wet:** 12.8 mils      **Dry:** 5.7 mils
- DRY TIME:** (@ 70° F & 50% Relative Humidity)  
To Touch: 2 – 4 Hours  
Recoat: 4 – 6 Hours or after overnight.
- CLEAN UP:** Warm Soapy Water
- THINNING:** Clean Water

## RECOMMENDED PRIMER COATINGS

Although formulated to be self-priming on properly prepared painted surfaces in good condition, the following Richard's products are recommended primer coatings for this finish coating material. However, recommended Richard's primer coatings are not limited to the products listed below;

- **New Gypsum Drywall / Plaster:**
  - 7-11, PPS Latex Primer/Sealer Undercoater
  - 7-22, PPS Universal Alkyd Primer/Sealer Undercoater
  - 26, Holzout II Universal Acrylic Primer/Sealer Stain Killer
- **New Wood:**
  - 7-22, PPS Universal Alkyd Primer/Sealer Undercoater
  - 26, Holzout II Universal Acrylic Primer/Sealer Stain Killer
- **New Masonry**
  - 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
  - 1414, Rich Flex Alkali Resistant Acrylic Masonry Primer
- **New Non-Ferrous, Aluminum & Galvanized Metal:**
  - 1017, Rust Shield Zinc Chromate Metal Primer
  - 1215/1220, Rust Shield II 100% Acrylic DTM Gray/White Metal Primers
- **New Ferrous Metal:**
  - 1015, Rust Shield Red Oxide Metal Primer
  - 1018, Rust Shield Rust Inhibitive Metal Primer
  - 1120, Industrial Coatings Universal Primer
- **Previously Painted Surfaces:**
  - 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
  - 1791, Rich Flex 100% Acrylic Pigmented Multi-Surface Conditioner

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a 1/2" - 1 1/4" nap synthetic or lamb's wool, or texture roller cover, depending on the texture and surface porosity.
- **Spray Application:**
  - **Pump:** Hopper / Texture Sprayer
  - **Pressure:** Minimum 1000 PSI / 3.0 gpm
  - **Tip:** 3mm – 12 mm
  - **Hose:** 3/8 inch (10 mm) – 1 inch (25mm)

## PACKAGING & WEIGHT PER GALLON

- **Packaging:**

Quarts – N/A	Gallons – 4/case
2 Gallons – N/A	5 Gallons - Each
- **Weight per Gallon:** 9.83 lbs.

## CLEAN UP & THINNING INSTRUCTIONS

**Clean Up:** Clean up any minor spills and splatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious spills should be contained and removed with inert absorbent material. Dispose of contaminated absorbent, container, and unused contents in accordance with local, state and federal regulations.

**Thinning:** Stir thoroughly and apply as it comes from the container. Thinning is not necessary. However, if thinning is required, you may add clean water up to 1/2 pint per gallon.

## WARRANTY & LIMITATIONS

The technical information contained herein is accurate to the best of our knowledge. All warranties are excluded, whether expressed or implied, by operation of law or otherwise, including all implied warranties of merchantability or fitness for a particular purpose. Seller shall not be liable, directly or indirectly, under any circumstances for consequential, incidental, special or any other type of damages arising or resulting for any reason under the sale, handling, or use of goods sold. Seller's liability hereunder, and buyer's exclusive remedy hereunder, for negligence or any other reason, is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. Notice of any alleged failure or defect in the material must be given to the seller in writing by certified U.S. mail within 15 days of noticing the problem. Failure to give the required notice within the time provided constitutes a waiver of any claim. The Manufacturer is not responsible for any misrepresentation made by the Dealer.

REV 07-14

## PRODUCT APPLICATION – General

**Rich Flex 100% Acrylic Alkali Resistant Medium Texture Finish** is primarily formulated to be applied by spray application using a texture spray unit, hopper gun or an airless spray gun with an air atomizing texture spray attachment. Other applicators, such as a brush, roller cover, stiff bristle brush, sponge, putty knife, trowel, etc. can also be used to create decorative effects.

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- For best results, it is recommended to apply in a manner as to yield a minimum 10 mil wet film thickness (WFT) on interior or exterior cementitious surfaces.
- To assure color uniformity always intermix multiple containers of custom tinted and stock colors. Apply a small test sample to verify color.
- During application, always paint to a natural break in the surface, such as a corner or edge.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- When applying by roller cover, apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking.
- When applying by spray equipment, use a texture spray unit with a minimum of 1000 psi of pressure or 3.0 gpm, with a 3mm – 12mm spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, an even coat application.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 55° F and below 90° F.
- Avoid exterior paint application when weather conditions are threatening, and late in the day when there is a threat of moisture condensing on wet paint.

## PRODUCT LIMITATIONS

- Not for use in corrosive or chemical environments.
- Not for use in areas subject to intense heat.
- Not for use on below grade substrates.

## PRECAUTIONARY & SAFETY INFORMATION

**CAUTIONS:** Avoid prolonged contact with skin, and breathing of dust, vapors and/or spray mists. Causes eye irritation. **USE WITH ADEQUATE VENTILATION!** Ensure fresh air entry during application and drying. If you experience eye water, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriately fitted respirator, (NIOSH approved), during and after application. Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes, skin and clothing. Use chemical safety glasses, goggles or a face shield for proper eye protection. Wash thoroughly after handling and before eating or smoking. Close container after each use. **DO NOT TAKE INTERNALLY!**

**FIRST AID:** In case of skin contact, wash thoroughly with plenty of warm soapy water. For eye contact, flush with plenty of water for 15 minutes and get medical attention immediately. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately. If swallowed, do not induce vomiting, get medical attention immediately.

**KEEP OUT OF REACH OF CHILDREN!**