



PRODUCT DATA SHEET

PROD. #245
RICH FLEX
HIGH BUILD MASONRY COATING



PRODUCT DESCRIPTION

Rich Flex High Build Masonry Coating is a 100% acrylic high build coating designed to provide a waterproof finish on exterior cementitious surfaces. Its unique formulation protects from wind driven rains, bridges hairline cracks in the substrate, and its permeable membrane allows moisture vapors from within the building to evaporate, or pass through it. This above grade coating provides excellent coverage, outstanding durability, flexibility, and excellent resistance to the elements. It has excellent color retention, resists sagging, is chemical resistant, mildew resistant, and is VOC compliant. **Mildew Resistant** – This paint contains agents which 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"> 100% Acrylic Formula Waterproof Finish Excellent Coverage Bridges Hairline Cracking Outstanding Flexibility Excellent Weather Resistance Mildew Resistant Easy To Apply 	<p><i>Suitable for the following properly prepared surfaces;</i></p> <p>EXTERIOR</p> <table> <tr> <td>Masonry</td> <td>Wood Trim</td> </tr> <tr> <td>Stucco</td> <td>Wood Siding</td> </tr> <tr> <td>Concrete Block</td> <td>Galvanized Metal</td> </tr> <tr> <td>Poured Concrete</td> <td>Aluminum</td> </tr> <tr> <td>CMU Units</td> <td></td> </tr> </table> <p>For Exterior Use Only!</p>	Masonry	Wood Trim	Stucco	Wood Siding	Concrete Block	Galvanized Metal	Poured Concrete	Aluminum	CMU Units		<p>Product Quality: Superior</p> <p>Product Use: Exterior</p> <p>Application: Brush, Roller Cover Airless Spray</p> <p>Product System: Water-Based</p> <p>Finish: Matte / Velvet</p>	<table> <tr> <td>AIM</td> <td>Yes</td> </tr> <tr> <td>OTC</td> <td>Yes</td> </tr> <tr> <td>CARB</td> <td>No</td> </tr> <tr> <td>SCAQMD</td> <td>No</td> </tr> <tr> <td>MPI #</td> <td>No</td> </tr> <tr> <td>LEED® 09CI</td> <td>Yes</td> </tr> <tr> <td>LEED® 09NC</td> <td>Yes</td> </tr> <tr> <td>LEED® 09CS</td> <td>Yes</td> </tr> <tr> <td>LEED® H</td> <td>Yes</td> </tr> </table>	AIM	Yes	OTC	Yes	CARB	No	SCAQMD	No	MPI #	No	LEED® 09CI	Yes	LEED® 09NC	Yes	LEED® 09CS	Yes	LEED® H	Yes
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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 as follows;

- 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 2500 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 all surface imperfections, cracks, voids, damaged or delaminated surface areas with Richard's #P-810, P-820, P-830 and P-840 Series Seal-Flex Elastomeric Masonry Patching Compounds. 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 effectively to 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 - Treat surface areas affected by mildew 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.

PRODUCT ANALYSIS DATA

PIGMENT: 37.93%

VEHICLE: 62.07%

MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.

TECHNICAL DATA

- COLORS:** White
- TINTING:** Universal Colorants
- VEHICLE TYPE:** 100% Acrylic
- VISCOSITY:** 115 KU ± 2
- GLOSS @ 60°:** Matte/Velvet / 6 units
- ELONGATION @ 25°C:** 164% / ASTM-D412
- FLASH POINT:** N/A
- VOC:** Not to Exceed 150 g/l – 1.26 lb/gal
(Meets AIM & OTC Standards)
- SOLIDS:** By Volume: 45.95% ± 2%
By Weight: 59.43% ± 2%
- COVERAGE:** 100 – 200 Sq. Ft. / Gal.
(Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- MIL FILM:** Estimated @ 200 Sq. Ft. / Gal.
Wet: 8.0 mils **Dry:** 3.7 mils
(Coverage on rough stucco & porous substrates ranges from 75 – 100 SFPG.)
- DRY TIME:** (@ 70° F & 50% Relative Humidity)
To Touch: 2 – 4 Hours
Recoat: 4 – 6 Hours, or after overnight.
(Dry times listed may vary according to relative humidity, temperature, film build, color and air movement.)
- 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 Wood:**
 - 7-22, PPS Universal Alkyd Primer/Sealer Undercoater
 - 7-44, PPS Universal Acrylic Primer/Sealer Stain Killer
- **New Masonry**
 - 151/151-A, Painter's Pride Int./Ext Masonry Block Fillers
 - 1414, Rich Flex Alkali Resistant Acrylic Masonry Primer
- **New Non-Ferrous, Aluminum & Galvanized Metal:**
 - 7-44, PPS Universal Acrylic Primer/Sealer Stain Killer
 - 1215/1220, Rust Shield II 100% Acrylic DTM Gray/White Metal Primers
- **Previously Painted Surfaces:**
 - 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
 - 1791/1791-C, 100% Acrylic Masonry Surface Conditioners

APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a ½" - 1½" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
 - **Pump:** Gas or Electric Airless Sprayer
 - **Pressure:** Capable of pumping two (2) gallons per minute.
 - **Tip:** 0.021 – 0.035 Reversible
 - **Hose:** ¼ inch (6.3 mm) - ¾ inch (10 mm)

PACKAGING & WEIGHT PER GALLON

- **Packaging:**

Quarts – N/A	Gallons – 4/case
2 Gallons – N/A	5 Gallons - Each
- **Weight per Gallon:** 11.58 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 ½ 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 08-14

PRODUCT APPLICATION – General

Rich Flex High Build Masonry Coating may be easily applied with a quality brush, roller cover, or airless spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- For best results, and to implement warranty, two (2) finish coats must be applied in such a manner as to yield a minimum of 10.0 mils wet film thickness (WFT) per coat application, allowing a minimum of 4 – 6 hours to dry between coats..
- To assure color uniformity always intermix multiple containers of custom tinted and stock colors. Apply a small test sample to verify color.
- 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 paint trim or cutting-in larger surfaces.
- 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 airless spray equipment, use a unit with the capacity to pump two (2) gallons per minute, with a 0.021 – 0.035 fluid spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, and an even coat application.
- If applying two (2) finish coats, allow to dry thoroughly between coats, as stated above.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface 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!