



PRODUCT DATA SHEET

PROD. #250 SERIES

SIGNATURE SERIES RICH FLEX 100% ACRYLIC ELASTOMERIC MASONRY WATERPROOF COATING



PRODUCT DESCRIPTION

Rich Flex 100% Acrylic Elastomeric Masonry Waterproof Coating is a high build acrylic emulsion coating that provides a waterproof finish on cementitious surfaces. Its unique formulation is designed to provide maximum protection from wind driven rains up to 100 miles an hour while its permeable film build bridges hairline cracking and allows moisture vapors from within the structure to evaporate, or escape out through its membrane. This above grade coating provides outstanding durability, flexibility, and weather resistance to most cementitious substrates in accordance with **ASTM** specifications. It has excellent color retention, resists sagging, is chemical resistant, mildew resistant and is formulated to meet Federal Specification TT-C-555B for resistance to wind driven rains. Mildew Resistant - This paint contains agents that inhibit the growth of mildew on the surface of the paint film.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	VOC COMPLIANCE
<ul style="list-style-type: none"> 100% Acrylic Formula Bridges Hairline Cracking Excellent Coverage Excellent Weather Resistance Waterproofs Fade Resistant Mildew Resistant Easy To Apply 	<p><i>Suitable for the following properly prepared surfaces;</i></p> <p>EXTERIOR</p> <ul style="list-style-type: none"> Masonry Walls Stucco Concrete Block CMU's Brick Poured Concrete Wood Non-Ferrous Metal <p>FOR EXTERIOR USE ONLY!</p>	<p>Product Quality: Premium / Best</p> <p>Product Use: Exterior</p> <p>Application: Brush, Roller Cover, Airless Spray</p> <p>Product System: Water-Based</p> <p>Finish: Lo-Lustre</p>	<p>AIM Yes</p> <p>OTC Yes</p> <p>CARB No</p> <p>SCAQMD No</p> <p>MPI # No</p> <p>LEED® 09CI Yes</p> <p>LEED® 09NC Yes</p> <p>LEED® 09CS Yes</p> <p>LEED® H Yes</p>

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 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 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: 35.97%

VEHICLE: 64.03%

MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.

TECHNICAL DATA

- COLORS:** White & Tint Bases
 - 250 White
 - 251 Tint Base
 - 252 Deep Base
 - 253-A Accent Base
- TINTING:** Universal Colorants
- VEHICLE TYPE:** 100% Acrylic
- VISCOSITY:** 115 KU ± 3
- GLOSS @ 60°:** Lo-Luster / 7 units ± 1
- FLASH POINT:** 214° F
- WATER VAPOR TRANS.:** 32 Perms
- ELONGATION @ 25°C:** 794% / ASTM-D412
- TENSILE STRENGTH @ 25°C:** 161 PSI / ASTM-D412
- VOC:** Not to Exceed 100 g/l – 0.84 lb/gal (Meets AIM, OTC & CARB Standards)
- SOLIDS:** By Volume: 48.50% ± 2%
By Weight: 60.20% ± 2%
- COVERAGE:** 50 – 125 Sq. Ft. / Gal. (Depending on Application & Surface Porosity.)
- MIL FILM:** Estimated @ 100 Sq. Ft. / Gal.
Wet: 16.0 mils **Dry:** 7.8 mils
- DRY TIME:** (@ 70° F & 50% Relative Humidity)
To Touch: 2 – 4 Hours
Recoat: 4 – 6 Hours, or after overnight dry.
- CLEAN UP:** Warm Soap & Water
- THINNING:** Clean Water

RECOMMENDED PRIMER COATINGS

Although formulated to be self-priming on previously 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 of both.
- **Roller Application:** Apply using a ½" - 1¼" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
 - **Pump:** Gas or Electric Airless Sprayer
 - **Pressure:** Minimum 1500 – 2000 PSI
 - **Tip:** 0.021" – 0.035" Reversible
 - **Hose:** ¼ inch (6.3 mm) - ⅝ 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 paint 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 06-13

PRODUCT APPLICATION – General

Rich Flex 100% Acrylic Elastomeric Masonry Waterproof 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, it is recommended to apply two (2) finish 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) 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.
- 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!