

Architectural
Finishes



Est. 1954

RICH FLEX HB 245
High Build
Masonry Coating

2X Film Build for **Longer Lasting Protection**

High Build - High Solids - High Performance



Rich Flex High Build Masonry Coating provides a high build, high performance finish for exterior concrete, stucco, block and other cementitious surfaces.

This self-priming coating goes on at 2 to 4 times the thickness of a normal exterior paint, which gets the job done faster and looks great longer.

Rich Flex delivers maximum performance. It bridges hairline cracks, covers surface imperfections, and resists weathering, mildew, fading and cracking.

- 100% Acrylic Formula
- Resists Fading and Chalking
- High Build Finish
- Resists Sagging
- Excellent Coverage
- Weather Resistant
- Mildew Resistant



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information

For our complete line of residential, commercial,
industrial and architectural products go to
www.richardspaint.com

RICHARD'S PAINT
200 Paint Street
Rockledge, FL 32955
800-432-0983

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Rich Flex
1791.010 Clear &
1791.101 Pigmented
Surface Conditioners
and
1414.101 White Primer

Preparation is Key to Success

Multi-Surface Conditioners

Rich Flex Surface Conditioners form a tight bond by wetting into and binding down surface chalk the might otherwise cause future peeling.

Formulated with a high performance acrylic resin that is flexible enough for exterior wood and tough enough to resist highly alkaline stucco and masonry surfaces.

- 100% Acrylic Formula
- Pigmented or Clear
- Chalk Binding
- Penetrates and Seals
- Alkali Resistant
- Fast-Drying Sealer
- Mildew Resistant
- Excellent Adhesion



Scan for more
information



1414.101 - White

Alkali Resistant Primer

Our best waterborne acrylic primer for new and bare masonry, concrete, stucco, cement, concrete block, composition board, and brick.

- Penetrates & Seals Chalky Surfaces
- Excellent Adhesion
- Fast Drying
- Resists Alkali Burn



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MASONRY PREP

