

Superior coatings by



Est. 1954

ETERNITY

Application System Guide



WHERE *Quality* MEETS CRAFTSMANSHIP

ETERNITY APPLICATION SYSTEM GUIDE

Richard's Eternity High Performance

Exterior Coatings - An exceptional combination of state-of-the art acrylic technology and simple application versatility.

Eternity is a high build, 100% acrylic polymer coating that uses new advancements in acrylic technology to produce our best exterior coating for your home.

We are so confident in the total quality and performance of Eternity, Richard's Paint offers a "Lifetime" product warranty against cracking, flaking, blistering and peeling for as long as you own your home.

It offers lasting performance on a variety of exterior substrates, such as masonry, fibered cement board, wood, and metal. Its unique formulation is self-priming, bridges hairline cracks, prevents surface deterioration, and provides maximum weather protection.

Richard's Eternity High Performance Exterior Coatings offer complete peace of mind that your home is protected for a lifetime.



SURFACE PREPARATION GENERAL -

The entire surface area to be painted should be thoroughly clean, dry, sound, fully cured, and free from dirt, grease, oils, waxes, form release and curing agents, efflorescence, rust, mildew, and any other surface contaminants that may cause paint failure.

New stucco, masonry, and concrete substrates should not be coated for at least 28 days to permit proper hydration and curing. Surface pH should not exceed 10 - 12, as highly alkaline surfaces may compromise the coating system performance.

New and bare surfaces should be inspected and tested for moisture content before painting. Eternity High Performance Coating should not be applied to a cementitious substrate with a moisture reading of more than 12%, and wood substrates having a moisture reading of greater than 15%.

PRESSURE WASHING - The entire surface area should pressure washed with a minimum 2000 - 4000 psi pressure washer with a flow rate of 3 - 5 gallons per minute. This should remove most surface dirt, dust, chalk, loose paint, and loose rust. A commercial grade detergent, made for use with pressure washers, should be applied during the cleaning process to remove surface contaminants.

Once the substrate has been thoroughly cleaned, allow 24 - 48 hours to dry. Any remaining loose or peeling paint should be mechanically removed. More tightly adhered dirt, chalk, oil, form release and curing agents should be removed by scrubbing the surface area with a strong detergent solution, then rinse the surface with clean water, and allow to dry thoroughly.

MECHANICAL CLEANING - Hand tools and power tools, such as sand paper, wire brushes, electric sanders and grinders can be used to remove loose, cracked or peeling paint, as well as surface rust. Lightly sand smooth all remaining rough paint edges to the adjacent substrate, and dull all glossy finishes.

MILDEW - Surface areas affected by mold, mildew, or algae should be cleaned using a commercial mold and mildew cleaner. Follow manufacturer instructions and take all necessary safety precautions. Rinse the area thoroughly with clean water, and allow a minimum of 24 hours dry time prior to painting.



SURFACE DEFECTS - The surface to be painted should be examined for defects, such as fins, protrusions, bulges and mortar spatter. These defects should be corrected by grinding or scraping. Surface defects, such as voids and cracks will cause discontinuities and/or irregularities in the appearance of the finish coat. These surface defects should be patched with patching compounds in accordance with label specifications.

PRIMERS & SEALERS - Although Eternity High Performance Coatings are self-priming on most properly prepared substrates, it is always recommended to apply a properly specified primer/sealer to enhance overall adhesion and a smoother finish coat application. Prime all bare, new, chalked and recently repaired exterior surfaces with the appropriate Richard's primer/sealer:

MASONRY

- 225.101 Eternity High Performance Exterior Primer
- 1791.010 Rich Flex 100% Acrylic Multi-Surface Conditioner Clear
- 56.050 Signature Waterborne Epoxy Ester Masonry Bonding Liquid
- 151A.101 Painter's Pride Int./Ext. Masonry Block Filler
- 1414.101 Rich Flex 100% Acrylic Alkali Resistant Masonry Primer

WOOD

- 225.101 Eternity High Performance Exterior Primer
- 933.101 Painter's Pride Int./Ext. Alkyd Primer

VINYL & ARCHITECTURAL PLASTICS

- 36.101 HOLZON Acrylic Bonding Primer
- 26.101 HOLZOUT Acrylic Stain Killing Primer Sealer

NON-FERROUS METAL

- 1200.111 / 1200.101 EXCEL DTM Acrylic Metal Primer
- 36.101 HOLZON Acrylic Bonding Primer
- 26.101 HOLZOUT Acrylic Stain Killing Primer Sealer

FERROUS METAL

- 1000.121 Rust Shield Rust Inhibitive Alkyd Red Oxide Metal Primer
- 1000.101 Rust Shield Rust Inhibitive Alkyd White Metal Primer
- 1200.111 / 1200.101 EXCEL DTM Acrylic Metal Primer

APPLYING THE ETERNITY COATING SYSTEM

SYSTEM - For best results, and to implement the "Lifetime Warranty" we recommend that two finish coats be applied, as follows: Eternity may be easily applied with a quality brush, roller, or airless spray equipment.

To assure color uniformity, it is recommended to intermix multiple containers of custom tinted or stock colors. Apply a small test area to verify finish color. When applying with a quality paint brush, apply a smooth and generous coat application to smaller surface areas, such as painting trim, or cutting-in a larger surface area.

If applying by roller, apply a generous even coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking to prevent dry-rolling of the finish coat application.

If applying with airless spray equipment, make sure to use a unit that has the capacity to pump or spray a minimum of one (1) gallon per minute, with a 0.019 to 0.021 fluid spray tip. During spray application, it is recommended to back-roll the painted surface. This helps ensure proper adhesion and an even and uniform application.

Eternity should be applied at a rate to yield 6 to 10 wet mils per coat. This will provide an approximately dry film thickness of 6 to 10 mils in a two coat application.

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To assure uniform coating appearance, always paint to a natural break in the surface, such as a corner or edge. Make sure that you have enough paint so you never finish painting in the middle of a wall or trim area. Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area. This will ensure a smoother and more uniform finish.

Surface and ambient temperatures should be above 55° F and below 90° F while painting. Always avoid exterior painting when weather conditions are threatening, and avoid painting late in the day when there is a threat of evening moisture or dew condensing on newly painted surfaces. This will seriously interfere with the coating's ability to dry and adhere properly.



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ETERNITY  **Lifetime WARRANTY**



Richard's Paint warrants to the Homeowner that Eternity High Performance Exterior Coating will not crack, blister, flake or peel when two finish coats are properly applied in accordance with label and/or written specifications.

Commercial warranties are available.

Ask an authorized Richard's representative, (Dealer/Distributor) for more details.