



# COLOR SELECTION GUIDE

*Proven Quality Since 1989*

- The ORIGINAL Solid Color Stain™
- EnduraCool Stain™
- Translucent Color Enhancer™
- WallStain™
- Endura Solid Stain™

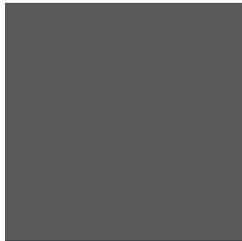
**PLEASE NOTE:**

Colors examples below are approximate and once applied to a surface, hues may appear slightly different depending on the stain color system used. Prior to use, please review the respective Technical Data Sheet, MSDS and training videos at [www.GetNewLook.com](http://www.GetNewLook.com).

For over 25 years, contractors, architects, and property owners have depended upon NewLook Concrete Color Stains to beautify thousands of commercial and residential properties globally. NewLook has led the industry in cost effective, eco-friendly water-based solutions that simply work. NewLook is known for its Original Concrete Color Maintenance system that allows decorative concrete property owners to effectively maintain both interior and exterior colored surfaces. These stains are also used to give color, life and vibrancy to existing plain and boring surfaces without the need to tear out the old and pour new concrete. NewLook Concrete Color Stains are non-reactive and as such are very controllable and designed to penetrate the surface of porous concrete without changing its texture, unlike paint and coatings.



206 Charcoal



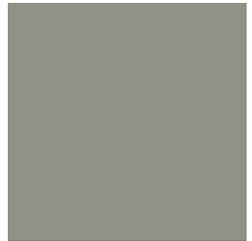
276 Medium Gray



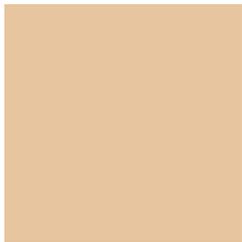
275 Light Gray



214 Moonrock



202 Natural



215 Sunrise



344 Sierra



213 Caramel



225 Cowboy Dust



233 Beach House



286 Harvest



291 Fresco



292 Autumn Wood



294 Mountain Brown



272 Dark Brown



293 Spanish Clay



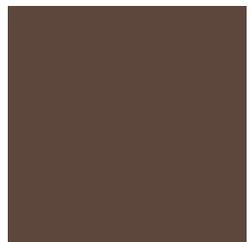
244 Terracotta



245 Spanish Red



295 Light Oak



237 Buffalo Brown

Industry standard colors available, including Black (207), White (230), Safety Red (399), Safety Yellow (289) and Safety Blue (240). Custom color matching and cross-reference color matching to other manufacturer's standard colors are also available. Contact your local distributor for product availability.

**PRODUCT COVERAGE\***

- Solid Color Stain (Large) = 350 - 400 ft<sup>2</sup>(two coats) / 32 - 37 m<sup>2</sup> †
- Solid Color Stain (Medium) = 175 - 200 ft<sup>2</sup>(two coats) / 16 -19 m<sup>2</sup> †
- Solid Color Stain (Small) = 40 - 50 ft<sup>2</sup>(two coats) / 4 - 5 m<sup>2</sup> †
- Translucent Color Enhancer (XL) = 600 - 1200 ft<sup>2</sup>/ 56 - 112 m<sup>2</sup>
- Translucent Color Enhancer (Large) = 300 - 600 ft<sup>2</sup>/ 28 - 56 m<sup>2</sup>
- Translucent Color Enhancer (Small) = 75 - 150 ft<sup>2</sup>/ 7 - 14 m<sup>2</sup>
- EnduraStain / WallStain (1 Gal.) = 300 - 400 ft<sup>2</sup>/ 28 - 37 m<sup>2</sup> †

\* Coverage is based on substrate porosity, moisture content, surface temperature and application method.  
 † NewLook International, Inc. recommends a minimum of two coats for solid color stain products.



The colors shown are approximate and, as close as possible, represent concrete with a flat-troweled finish. NewLook International, Inc.™ cannot control (and is not responsible for) application methods, jobsite conditions, finishing techniques, curing methods or other jobsite variables and, therefore, cannot guarantee the final appearance, adhesion or an exact color match. Texturing or finishing techniques, such as brooming or troweling, the use of sealers and slight color-drifts in raw materials can produce variations in color. NewLook International, Inc. strongly recommends representative jobsite samples (mock-ups) prior to project installation. NewLook Concrete Color Stains are ideal for driveways, garage floors, pool decks, offices, restaurants, hotels, theme parks, shopping malls, walkways, schools and other high-traffic municipal areas.



# Enhance the image of your concrete!

NewLook is the global leader of specialty concrete stains. Top industry professionals and property owners have enhanced the image of concrete with our commercial grade products since 1989. NewLook's comprehensive line of concrete stains include the **ORIGINAL Solid Color Stain**, **CoolStain PRO**, **Translucent Color Enhancer**, **Color Additive Booster**, **WallStain**, and **EnduraStain**. These high quality, water-based color stains are formulated to be applied on properly prepared interior and exterior porous surfaces. NewLook stains are used to restore faded color, antique stamped surfaces, create faux finishes, maintain decorative concrete and provide new life to plain surfaces. NewLook offers a variety of high quality sealers to further protect and enhance the colored surface. The versatility of NewLook's stains allows for virtually any concrete surface to be enhanced – all with complete color control!

**NEW! EnduraStain** is a ready-to-use water-based solid color stain formulated with a blend of complex resins and nano-chemistry for optimal adhesion, natural color look, extended durability, and easy application. The stain may be applied with all types of finishing tools including the NewLook applicator brush and various professional sprayers. The end result is a premium color solution with similar benefits as the **ORIGINAL Solid Color Stain**; low-build, quick drying, yet with no pot life and no reworking resulting in a quick application on both large and small concrete and masonry projects. **EnduraStain** is truly a super stain.

Use the **ORIGINAL Solid Color Stain** or **CoolStain PRO** for an opaque, uniform color finish that is exceptional at hiding surface discolorations or other colors while maintaining the original surface texture. It was designed to be a maintenance product for colored concrete. This unique multi-part formula is ideal for fixing faded concrete, hiding blotchy surfaces, tying in different color pours and for adding beauty to ugly or old surfaces. **CoolStain PRO** is an infrared reflective solid stain that reduces the surface temperature of concrete by up to 50° F. It has special ingredients to minimize heat absorption and maximize solar reflectivity resulting in a cooler surface than the temperature of similar colored concrete.

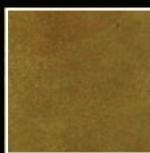
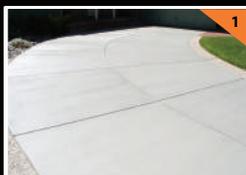
The **Translucent Color Enhancer** is most often used over the **ORIGINAL Solid Color Stain** to create an antiqued, two-toned finish on stamped concrete by applying a darker translucent over a lighter solid color for an effective color contrast. It is also commonly used to create or fix an acid stained appearance or lightly enhance the concrete surface. The **Color Additive Booster** is concentrated pigment that may be added to intensify and control the vibrancy of the Enhancer. The semi-transparent version of this stain, **Designer Series Enhancer** is available with four times the color strength of the Translucent Enhancer. Must be sealed.

**WallStain** is a ready to use self-sealing acrylic stain designed to color vertical surfaces such as pre-cast decorative concrete walls, tilt-up buildings, block walls, highway sound barriers and other architectural concrete or masonry walls. May be rolled or spray applied. Available as a solid, semi-transparent or translucent.

For more information refer to our technical data sheets on [www.GetNewLook.com](http://www.GetNewLook.com)

BEFORE NewLook Stains

AFTER NewLook Stains



Faux finish with Translucent Color Enhancer  
Find more color combinations on [GetNewLook.com](http://GetNewLook.com).

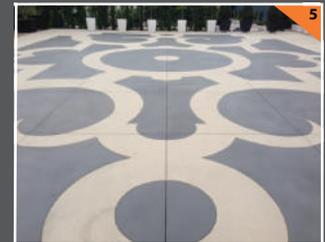


Caramel (213) Solid Color Stain  
Maple (290) Translucent Color Enhancer



Harvest (286) CoolStain PRO  
Sunrise (215) CoolStain PRO

Keep your concrete up to 50° cooler with CoolStain PRO!  
Patent-pending stain increases solar reflectivity



Finish Type: Saw Cut  
Design Color: Medium Gray (276)  
Product: EnduraStain



Finish Type: Stamped Surface  
Color Combination: Solid Color Stain (276) Dark Gray (277) and Enhancer



Finish Type: Faux Veining  
Color Combination: Light Oak w/ Additive (295) Enhancer and Sunrise (215) Solid Color Stain



Finish Type: Pre-Cast Wall  
Color Combination: Sierra (344) Solid Color WallStain and Dark Brown (272) Transparent WallStain

## Consult with your contractor, distributor or architect about the limitless color and design possibilities for your interior & exterior concrete using NewLook products.

© 2015 NewLook International, Inc.  
Enhancing the Image of Concrete®  
The ORIGINAL Solid Color Concrete Stain



NewLook International Australasia  
Australia Toll Free: 1-300 855 495  
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[www.GetNewlook.co.nz](http://www.GetNewlook.co.nz)

NewLook International, Inc. Concrete Color Stains ("products") are intended for professional use only by licensed contractors and installers who are experienced and trained in the use of these products and with concrete. These products are warranted to be of uniform quality within manufacturer's tolerances. Since manufacturer has no control over the use of these products, no warranty, expressed or implied, is made either as to the effects or results of such use. Seller and manufacturer obligations under this warranty shall be limited to refunding the purchase price of that portion of the material proven to be defective. The user assumes all risks and liabilities resulting from the use of these products. Warranty information is abbreviated and taken from NewLook International's Technical Information Sheet and Material Safety Data Sheet. Please read the appropriate references before use of these products.

Distributed By:

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