



NewLook International, Inc. EnduraStain™ Solid Color

Technical Information Sheet

NewLook International, Inc. EnduraStain™ Solid Color is a single component ready-to-use water-based nano-engineered concrete stain used for coloring concrete slabs and other porous masonry surfaces making it look as if it was poured with integral color. EnduraStain is engineered to be commercial grade yet easy to use. It may be applied with a NewLook applicator brush, airless sprayer, or other finishing tools such as a paint roller making installation quick and controllable. Unlike other ready-to-use concrete coatings, EnduraStain is low-build and designed to not change the surface texture making it breathable and natural looking. It dries to a satin finish and due to its high quality polymers and pigment selection will stay colorfast for many years. EnduraStain also incorporates ingredients to help it penetrate and be easy to clean. It incorporates special nano-particles designed by NewLook Labs™ to help enhance its cross-linking and ultimate durability much like a two-component product. This result is a one-part, fast-dry solid color that beautifies, restores, and can be used to maintain or color decorative concrete. It is compatible with other NewLook products such as EnduraStain Faux Fusion, SmartColor, and TiqueWash. EnduraStain has built in sealer properties, however, applying a topcoat such as SmartSeal will further protect the stain from environmental and other locational wear and tear. It is compatible with most water-based and solvent-based products, including but not limited to urethanes, acrylics and epoxy sealers. Best performance is achieved when it can penetrate a properly prepared surface, however, it may be applied over previously sealed surfaces in interior or exterior applications.

USES AND BENEFITS

- Ready-to-Use; simply mix or shake well before use
- Near opacity solid color may be achieved in one coat
- Easy to apply with NewLook applicator brush or various sprayers
- Extremely fast dry; quick installation
- Two-component performance from a one part water-based product
- Superior weathering and color fast
- Interior and exterior application
- Special penetrating aids and nano-particles helps bind into tighter surfaces
- Minimal odor, water-based, VOC compliant <100 g/l
- May be applied over previously sealed surfaces
- Great early-resistance to chemicals
- Interior and exterior application

AREA PREPARATION

Mask or cover all areas that are not intended to be stained, including but not limited to door frames, doors, walls, windows, etc.

SURFACE PREPARATION

Preparation is the most important part of the installation process. Proper floor preparation results in EnduraStain's longevity and minimizes potential failures. NewLook recommends using proper preparation methods to achieve a surface profile of CSP 1 or 2 as described by ICRI guidelines (www.icri.org). The surface must be free of all foreign materials that would inhibit the absorption, penetration and bonding of EnduraStain. All debris, loose concrete, paints, oils, release, etc. must be removed. If an acid etch is used to clean or profile the surface then any dry residue must also be removed and thoroughly cleaned and neutralized.

APPLICATION PREREQUISITES

- NewLook strongly recommends representative jobsite samples (mock-ups). Different sections should be tested for suitability, adequate coverage, and final appearance.
- Protect any walls and adjacent areas where staining is not desired.
- Recommended temperature of concrete surface should be between 50°F rising and 90°F and cooling.
- The concrete surface may be slightly damp when applying, but all standing water must be removed prior to installation.
- Do not apply when heavy condensation, hydrostatic pressure, or high moisture vapor transmission can occur, which can compromise the bond of NewLook EnduraStain.

HORIZONTAL APPLICATION

(Exterior Broom Finish)

Broom finishes may result in high profiles or peaks in the substrate, which erode faster than the remaining substrate. Enhance the strength by applying NanoSet Densifier or remove these unstable sections by simply running an ice scrapper or other metal object over the substrate or mechanical grinder. Extract and clean debris. This step can enhance the longevity and durability of coatings like EnduraStain.

(Exterior & Interior)

Remove paint, adhesives and loose particulates from the surface. Apply NewLook EcoAcid™ especially on newer concrete surfaces to exfoliate and wash the concrete surface. For a more aggressive or deeper profile, apply NewLook QuickEtch™ according to instructions. Use NewLook MeanKlean Concrete Degreaser to remove oil stains or oil based releases, and other similar bond breakers.

For interior jobs where power washing is not suitable, use a scrub-brush with appropriate cleaners or an auto-scrubber equipped with brush attachments while rinsing with clean water. Extract material and residue using a wet/dry vacuum or lower the squeegee uptake bar on the auto-scrubber. Continue to flush and agitate the substrate until

the rinse water is clear and the surface is free of residue. Assure the surface is clean and porous by performing a water test. If clean water absorbs readily into the surface, then the surface is sufficiently porous to receive the stain.

For exterior jobs, power washing is recommended to achieve a clean and porous surface. Remove EcoAcid or other preparation material (residue) using a power washer with overlapping line patterns. It is recommended to use a minimum 3,000 psi pressure washer with 4 GPM capacity using a 15° or 25° fan tip or a 0° oscillating fan tip with 12,000 work units (work units = gallons per minute x PSI). Allow the area to dry adequately. If additional profile is needed, re-apply EcoAcid or QuickEtch.

NEWLOOK ENDURASTAIN SOLID COLOR

Mixing Instructions

1. EnduraStain Solid Color is ready-to-use however must be agitated or mixed well before use. Due to its low-build nature, pigments may settle during storage and should be properly agitated and mixed from the bottom up to ensure consistent color. Once in use, the pigments should suspend well in the solution during application, however during long-breaks it may be helpful to re-agitate.
2. EnduraStain Solid Color is ready to go and designed to be near-opaque with a single application. If less opacity is desired, you may dilute but not with more than more than 10% water.
3. Multiple coats help achieve a higher hide and more opaque finish.

Application Instructions

To achieve a natural, solid color look, EnduraStain should be applied with a NewLook applicator brush. Simply dip the brush into the container holding the stain and apply lightly with a figure 8 motion. Do not over-apply pressure; spread the stain as far as it will go, leaving no puddles. Apply evenly and maintain a wet edge. (Unlike NewLook's ORIGINAL Solid Color Stain™ application technique, there is no need to rebrush EnduraStain repeatedly to set the color). Let each application dry thoroughly before doing additional applications. Applying too early with a brush may result in removing the first coat when applying the second.

An airless sprayer, HVLP sprayer production gun, pump sprayer may be used. Assure the material is even and not puddled.

Rollers may be used but with caution. EnduraStain is very thin and may result in roller lines depending upon the application method. If a roller is used, consider a microfiber roller or other high-quality low-nap. Test absorption and application method first.

NOTE: All EnduraStain colors are compatible; they can be mixed, sprayed simultaneously and layered to achieve a desired appearance. Always complete a representative jobsite sample or jobsite mockup.

PREVIOUSLY SEALED SURFACES

Application Instructions

After cleaning the previously sealed surface, apply EnduraStain to an inconspicuous section of the surface. Allow the stain to dry. Test for adhesion by running your hand over the stained surface. If you are unable to rub the stain off, it has achieved adhesion. Apply EnduraStain to the remaining area. Allow at least 1 -2 hours after EnduraStain has initially cured and dried before applying SmartSeal™ or up to 8 hours for other compatible sealers over EnduraStain. If adhesion is questionable, remove the existing coating using EasyStrip 1000 or EasyStrip 2000. Clean the surface thoroughly before applying EnduraStain. Always reseal after applying EnduraStain over a previously sealed surface.

DRY TIMES, CURING & POST APPLICATION

Complete drying times will vary depending on concrete temperature, air temperature, humidity, concrete porosity, and other local conditions.

Temperature: 70° F	Relative Humidity: 30%	Dry to Touch: 5 – 10 min	Full cure: 7 – 10 days
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- Surface should not get wet for at least 2 - 4 hours following application.
- Wait a minimum of 1 - 2 hours after EnduraStain has initially cured and dried before applying EnduraStain or up to 8 hours before applying other compatible sealers. Always test sealers for compatibility before using.
- Follow sealer wait-time recommendations for foot or vehicular traffic.

LIMITATIONS

- Inconsistencies in jobsite conditions, mixing and application methods, finishing techniques, curing methods or other local conditions may produce variations in the final appearance and adhesion of the finished product
- Not recommended for non-porous substrates (e.g. metal, resin, fiberglass) when submerged in water or exposed to extreme weather conditions
- Adhesion problems will occur if NewLook EnduraStain is used on any surface that will prevent the product from penetrating and bonding to the concrete substrate, including but not limited to soiled, sealed, dusting, spalling, or painted surfaces
- NewLook Concrete Color Stains must not be applied when the temperatures are falling below 50°F or rising above 90°F; improper curing may result in poor film formation, reduced life, insufficient penetration, cracking, peeling, or blistering
- Do not use tape on stained or sealed concrete as it may pull up color when removed
- Chemically imbalanced salt water pools may leave white deposits that over time can cause damage and/or discoloration to the stain

STORAGE & SHELF LIFE

Unopened Container:	3 years
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Opened Container:	2 years
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- Shelf life varies based on storage; product should be stored at room temperature out of direct sunlight; Pigments will settle over time; assure pigments are mixed well prior to re-use. Contact manufacturer with any questions prior to use.
- Keep containers tightly sealed.
- DO NOT allow product to freeze.

CAUTION

KEEP AWAY FROM CHILDREN AND ANIMALS. Before using or handling, read the MSDS and Product Instructions. DO NOT CONSUME. Avoid contact with eyes and skin. Wear rubber gloves, aprons and safety eye goggles. Use good hygiene when handling this product. It is recommended that you wash and bathe after each use.

PACKAGING AND COVERAGE

Product	Size	Coverage per coat (Square Feet)	Coverage per coat (Square Meters)	Approximate Shipping Weight Lbs/ Kilos
EnduraStain Solid Color	Sample Bottle, 2 oz	3 - 6	.27 to .56	1 lb / .45 kilos
	Test Bottle, 4 oz	7 - 14	.65 to 1.3	1 lb / .45 kilos
	1 Quart Can (32 oz)	62 - 125	6 to 12	3 lbs / 1.3 kilos
	1 Gallon Can	250-500	23 to 46	10 lbs / 4.5 kilos
	5 Gallon Pail	1,250 – 2,500	116 to 232	50 lbs / 22.7 kilos

- Coverage rate varies based on surface texture, porosity, color, and desired opacity. Coverage rates are approximate. A representative job site sample should be done to assure expected coverage rates. Generally, the first coat on an unsealed surfaces absorbs into the surface acting as a primer for the second coat. The second coat may yield at least twice as much.
- EnduraStain Solid Color may be used with a single coat for near opacity, or 2 or more coats for opacity or help in hiding previous concrete discolorations. Lighter colors such as white may require more coats than darker colors.

LIMITED WARRANTY

NewLook International, Inc. EnduraStain™ (“Product”) is not intended for public use and is intended for use by licensed contractors and installers, experienced and trained in the use of this products. Product is warranted to be of uniform quality within manufacturing tolerances. The manufacturer has no control over the use of Product, therefore no other oral or written representation or statement of any kind, express or implied, now or hereafter made is authorized or warranted by NewLook International, Inc. or its affiliates, and NewLook International, Inc. and its affiliates hereby disclaims all such warranties, including those of merchantability or fitness for a particular purpose. In any case, the manufacturer’s obligations shall be limited to refunding the purchase price or replacing material proven to be defective. NewLook International, Inc. shall not be liable for special, incidental, or consequential damages, including delays or lost profits. Communication of this warranty and its limitations to end-users is not the responsibility of NewLook International, Inc. but should be communicated by those in direct contact with the end user. Any claim regarding product defect must be received in writing within one year from the date of manufacture. No claim will be considered without such written notice or after the specified time interval. The end user shall be responsible for determining Product’s suitability and assumes all risks and liability.

NEWLOOK INTERNATIONAL, INC. PRODUCTS
available through: