



# Endura™ Translucent Enhancer Color System

*Endura™ Translucent Enhancer is a premium water-based color for decorative concrete*

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NewLook International, Inc. Endura™ Translucent Enhancer Semi-Transparent Color is a two component, 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. Endura Faux Fusion 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, Endura Faux Fusion 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. Endura Faux Fusion 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 Solid Color, SmartColor, and TiqueWash. Endura Faux Fusion 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.

## Common Applications

- Interior or Exterior
- Concrete Floors
- Driveways
- Residential or Commercial
- Pathways
- Pool Decks

## 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
- Interior and exterior application
- Resists tire marks, Great early-resistance to chemicals
- 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

## Surface Preparation

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

Preparation is the most important part of the installation process. Proper floor preparation results in Endura™ Translucent Enhancer'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](http://www.icri.org)). The surface must be free of all foreign materials that would inhibit the absorption, penetration and bonding of Endura Translucent Enhancer. 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 Endura Translucent Enhancer.

## Mixing

Shake the pigment bottle to loosen pigment before adding to the Endura concentrated base. Dill the bottle halfway with NewLook Water or distilled water, shake and pour remaining pigment and liquid into the concentrated base. Once all contents have been emptied into the Endura Base Concentrate, use squirrel mixer to agitate.

Dilution: 1 32 oz. bottle of Endura Faux Fusion per 1 gallon of Endura Concentrated Base.

TIP: Pour Endura Base Concentrate into separate bucket before mixing with pigment bottle.

## Application

To achieve a natural, solid color look, Endura Translucent Enhancer should be applied with a NewLook applicator brush, HVLP or airless sprayer, microfiber pad or a other high-quality low nap roller. Take caution using rollers, since the stain is very thin and may result in roller lines, depending upon the application method used. Do NOT allow stain that has not penetrated into the substrate to dry on the surface. To darken color, apply a second coat after the first is dry to the touch. Then repeat directions for application of the first coat. When using a sprayer, make sure the material is even and does NOT puddle. All stained surfaces should be sealed with NewLook's SmartSeal™ or other approved sealers.

## 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 Endura Translucent Enhancer.

### (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.

## PREVIOUSLY SEALED SURFACES

After cleaning the previously sealed surface, apply Endura Translucent Enhancer 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. Endura Translucent Enhancer to the remaining area. Allow at least 1 -2 hours after Endura Translucent Enhancer has initially cured and dried before applying SmartSeal™ or up to 8 hours for other compatible sealers over Endura Translucent Enhancer. If adhesion is questionable, remove the existing coating using EasyStrip 1000 or EasyStrip 2000. Clean the surface thoroughly before applying Endura Translucent Enhancer. Always reseal after applying Endura Translucent Enhancer over a previously sealed surface.

## Coverage

Kit Type	Size	Coverage (Sq Ft.)	Approximate Ship Weight
Endura Translucent Enhancer	1 Gallon Can + 32 oz bottle	250-500	10 lbs / 4.5 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.
- Endura Translucent Enhancer 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.

For surface preparation, use NewLook's Mean Klean's™ family of preparation products.

## DRY TIMES, CURING & POST APPLICATION

Complete drying times will vary depending on concrete temperature, air temperature, humidity, concrete porosity, and other local conditions. For example at 70° F with Relative humidity Endura Translucent Enhancer will be dry to the touch in 5 to 10 minutes. However, final cure with sealer will be about 24 hours.

- Surface should not get wet for at least 2 - 4 hours following application.
- Wait a minimum of 1 - 2 hours after Endura Translucent Enhancer has initially cured and dried before applying Endura Translucent Enhancer 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 Endura Translucent Enhancer 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

- Store product indoors, away from heat, moisture, and direct sunlight.
- Keep containers tightly sealed.
- DO NOT allow product to freeze.
- Shelf Life: Unopened Container - 3 years  
Opened Container – 2 years

## Warnings

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**KEEP AWAY FROM CHILDREN AND ANIMALS.** Before using or handling, read the SDS and Product Instructions. **DO NOT CONSUME.** Avoid contact with eyes and skin. Wear rubber gloves, aprons and safety eye goggles.

## Other Information

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Warranty: NewLook International, Inc. Endura™ Translucent Enhancer is not intended for public use and are intended for use by licensed contractors and installers, experienced and trained in the use of these 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 thirty days from the date of purchase. 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.

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