

Masonry Coating

- *Protects masonry against weather*
- *Won't fade - increases your property value*
- *Helps prevent water damage to masonry*
- *Makes above ground masonry look new again*



SWEPCO Masonry Coating beautifies commercial property as it protects it.

Not Just An Ordinary Paint; It's A Protective Coating

SWEPCO Masonry Coating is a premium quality protective coating for masonry surfaces. Because it is a coating and because of the superior ingredients selected for its formulation, Masonry Coating outperforms ordinary paints in a number of ways. The most important of these are coating thickness, service life, hiding power and degree of protection afforded.

Protects Masonry From Water Damage

Masonry Coating provides masonry with a durable water repellent surface. It helps stop harmful moisture penetration and the destructive freeze-thaw cycle which causes general weakening and deterioration of unprotected masonry surfaces.

Lasts Longer Than Paint

Masonry Coating outlasts ordinary paints because it's thicker. This naturally means it wears longer. Secondly,

the advanced polyvinyl acetate formulation produces a "plasticized" coating that is more durable and lasts longer. In addition, High Strength Micro Fibers give Masonry Coating the body, thickness and durability to wear longer, resisting even the abrasive effects of blowing sand and debris in desert climates. This superior combination of ingredients means Masonry Coating protects masonry in any climate ... freezing cold, searing heat or tropical humidity.

Superior Resistance to Chipping, Cracking & Peeling

Masonry Coating resists chipping, cracking and peeling by providing a superior bond between the coating and the masonry. It is formulated with special "wetting" agents which eliminate surface tension during application to assure proper bonding. As it cures, SWEPCO's superior "binder" provides a tough, long lasting bond without sealing the pores of the masonry. Instead it

allows the surface to "breathe". The water vapor which is present in porous masonry surfaces is allowed to escape harmlessly, eliminating the blistering, peeling and chipping experienced with other masonry coatings.

Mildewcide Helps Retard Growth of Bacteria, Mold & Mildew

Masonry Coating is also formulated with a mildewcide which helps retard the growth of unsightly mildew, bacteria and mold. This helps keep Masonry Coating bright and beautiful for many years, increasing the building's value and protecting the owner's investment.

Superior Hiding Power

Masonry Coating covers most old surfaces in one coat. The whitening pigment used, titanium dioxide, deflects and scatters light rays more effectively than any other pigment. This provides Masonry Coating with superior hiding power, enabling it to cover many surfaces in one instead of two coats. And titanium dioxide is more durable than other pigments, so the surface also has superior resistance to fading, dulling and discoloration.

Unique Formula Promotes Self-Cleaning

Masonry Coating actually cleans itself as dirt accumulates. This self-cleaning feature is attributable to a unique formula which permits "dusting" or "chalking" of the surface. As the surface ages, dirt laden particles blow or rinse off naturally in rain, slowly but continuously revealing bright, new pigments. The rate of chalking is not significant enough to affect service life of the coating, but it allows the surface to continually renew itself. This means the surface looks clean and bright throughout its life and reduces maintenance costs.

Reflectivity Reduces Cooling Loads

The same characteristics that give SWEPCO's titanium dioxide pigment its superior hiding power also enable it to reflect and scatter heat producing solar rays on hot summer days. So Masonry Coating helps lower the interior temperature of buildings which are not air conditioned and helps reduce the cooling loads and costs for air conditioned buildings.

Perfect for a Wide Range of Applications

Masonry Coating is designed for use on all porous masonry surfaces, including brick, precast or cast in place concrete, plaster, stucco, stone, gypsum board and concrete, haydite or cinder blocks. It comes in three popular colors, ermine white, desert sand and granite gray, and can be tinted at the jobsite to any other color needed. For even greater versatility, Masonry Coating can be textured to produce a variety of attractive surfaces.

APPLICATION INFORMATION IN BRIEF

Masonry Coating is applied by brush, roller or "airless" spray equipment by your handyman or any unskilled laborer. The surface must be thoroughly cleaned free of all dust, dirt, grease and loose particles. The surface should then be rinsed thoroughly with clean water. A one-coat application will give excellent results on most surfaces. However, on extremely dark surfaces, a two-coat application may be advisable.

Minimum Coverage Rates

	Gal/100 Ft ² (Liters/M ²)
Dense Surfaces	
One-Coat Procedure	0.70 gal. (0.29 liters)
Two-Coat Procedure	1.50 gal. (0.61 liters)
Porous Surfaces	
One-Coat Procedure	1.00 gal. (0.41 liters)
Two-Coat Procedure	2.00 gal. (0.82 liters)
Extra Porous Surfaces	
One-Coat Procedure	1.75 gal. (0.71 liters)
Two-Coat Procedure	2.50 gal. (1.02 liters)

Curing

Masonry Coating cures in 4 to 6 hours, depending on temperature and humidity.

Southwestern Petroleum Corporation

P.O. Box 961005 • Fort Worth, TX 76161-0005 • Phone: (800)877-9372 or (817)332-2336 • Fax: (817)877-4047 • Web: www.swepcousa.com
 Southwestern Petroleum Europe • Industrieweg 6 • B-2390 Oostmalle (Antwerp) Belgium • Phone: (32-3)312 31 41 • Fax: (32-3)311 72 77
 Southwestern Petroleum Canada • 87 West Drive • Brampton (Toronto), Ontario, Canada L6T 2J6 • Phone: (905)457-0511 • Fax: (905)457-0637