



# PRODUCT DATA SHEET

PROD. #SR-78

## PAINTER'S PRIDE PROFESSIONAL COATINGS

### ELASTOMERIC VERTICAL WALL COATING



#### PRODUCT DESCRIPTION

**Richard's Painter's Pride Elastomeric Masonry Vertical Wall Coating** is a professional quality, high build, acrylic latex elastomeric coating, specially formulated for use by the professional painting contractor on above grade exterior cementitious surfaces. Its unique formulation is designed to provide superior protection from wind driven rains, while bridging hairline cracking. Easy to apply, it provides excellent coverage, resists sagging, streaking, and resists fading. It provides superior durability, flexibility, and weather resistance, has excellent color retention, is mildew resistant and is VOC compliant. **Mildew Resistant** - This paint contains agents which inhibit the growth of mildew on the surface of this paint film.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	VOC COMPLIANCE																										
<ul style="list-style-type: none"> <li>Professional Quality</li> <li>Smooth Flat Finish</li> <li>Excellent Coverage</li> <li>Superior Durability</li> <li>Resists Sagging</li> <li>Resists Wind Driven Rains</li> <li>Mildew Resistant</li> <li>Bridges Hairline Cracks</li> <li>Applies Easily</li> </ul>	<p><i>Suitable for the following properly prepared surfaces;</i></p> <p><b>EXTERIOR</b></p> <table> <tr> <td>Masonry</td> <td>Stucco</td> </tr> <tr> <td>Concrete</td> <td>Dryvit</td> </tr> <tr> <td>Concrete Block</td> <td>Brick</td> </tr> <tr> <td>CMU</td> <td>Poured Concrete</td> </tr> </table> <p><b>For Exterior Use Only!</b></p>	Masonry	Stucco	Concrete	Dryvit	Concrete Block	Brick	CMU	Poured Concrete	<p><b>Product Quality:</b> Professional</p> <p><b>Product Use:</b> Exterior</p> <p><b>Application:</b> Brush, Roller Cover &amp; Airless Spray</p> <p><b>Product System:</b> Water-Based</p> <p><b>Finish:</b> Smooth Flat</p>	<table> <tr> <td><b>AIM</b></td> <td>Yes</td> </tr> <tr> <td><b>OTC</b></td> <td>No</td> </tr> <tr> <td><b>CARB</b></td> <td>No</td> </tr> <tr> <td><b>SCAQMD</b></td> <td>No</td> </tr> <tr> <td><b>MPI #</b></td> <td>No</td> </tr> <tr> <td><b>LEED® 09CI</b></td> <td>N/A</td> </tr> <tr> <td><b>LEED® 09NC</b></td> <td>N/A</td> </tr> <tr> <td><b>LEED® 09CS</b></td> <td>N/A</td> </tr> <tr> <td><b>LEED® H</b></td> <td>N/A</td> </tr> </table>	<b>AIM</b>	Yes	<b>OTC</b>	No	<b>CARB</b>	No	<b>SCAQMD</b>	No	<b>MPI #</b>	No	<b>LEED® 09CI</b>	N/A	<b>LEED® 09NC</b>	N/A	<b>LEED® 09CS</b>	N/A	<b>LEED® H</b>	N/A
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#### SURFACE PREPARATION

**General:** The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, mildew and any other surface contaminants that may adversely affect the performance of this coating material as follows:

- Remove any loose, scaling, cracked or peeling paint from previously painted surfaces by hand scraping, sanding, wire brushing or by power tool cleaning methods, such as electric sanders or grinders, etc.
- For exterior surfaces, pressure wash the entire surface area using a unit with a minimum of 2500 psi of water pressure. More difficult areas should be hand scraped, sanded, wire brushed and/or power tool cleaned as mentioned above.
- Repair/replace all surface imperfections, cracks, voids, damaged or delaminated surface areas with Richard's #P-810, P-820, P-830 and P-840 Series Seal-Flex Elastomeric Masonry Patching Compounds. Allow all patching materials to dry thoroughly before application of paint coatings.
- Sand all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces effectively to dull existing finish.
- Prime or spot prime all bare and/or new surface areas with Manufacturer's properly specified primer/sealer compatible to the surface type and before application of finish coating.

**NOTE: Allow all new cementitious surfaces, such as, concrete, masonry and stucco to properly dry/cure for a minimum of 30 days before application of any paint coating, and in accordance with industry standards.**

**Mildew** - Treat surface areas affected by mildew with a commercial mildew removal and/or wash product carefully following manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.

- WARNING!** If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and wet mop. Before you start, find out how you can protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-Lead, or log onto [www.epa.gov/lead](http://www.epa.gov/lead).

#### PRODUCT ANALYSIS DATA

**PIGMENT: 37.79%**

**VEHICLE: 62.21%**

*MORE DETAILED PRODUCT ANALYSIS DATA IS AVAILABLE UPON REQUEST.*

#### TECHNICAL DATA

- COLORS:** White
- TINTING:** Universal Colorants
- VEHICLE TYPE:** Proprietary Acrylic Latex
- VISCOSITY:** 124 KU ± 1
- GLOSS @ 60°:** Smooth Flat / 6 units ± 1
- FLASH POINT:** N/A
- VOC:** Not to Exceed 250 g/l – 2.19 lb/gal (Meets AIM Standards)
- SOLIDS:** By Volume: 46.06% ± 2%  
By Weight: 60.74% ± 2%
- COVERAGE:** 100 – 200 Sq. Ft. / Gal.  
(Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- MIL FILM:** Estimated @ 150 Sq. Ft. / Gal.  
**Wet:** 10.7 mils      **Dry:** 4.9 mils
- DRY TIME:** (@ 70° F & 50% Relative Humidity)  
To Touch: 2 – 4 Hours  
Recoat: 6 – 8 Hours, or after overnight dry.  
(Dry times listed may vary according to relative humidity, temperature, film build, color and air movement.)
- CLEAN UP:** Warm Soapy Water
- THINNING:** Clean Water

## RECOMMENDED PRIMER COATINGS

Although formulated to be self-priming on properly prepared painted surfaces in good condition, the following Richard's products are recommended primer coatings for this finish coating material. However, recommended Richard's primer coatings are not limited to the products listed below;

- **New Masonry, Concrete, Stucco, Etc:**
  - 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
  - 1414, Rich Flex Alkali Resistant Masonry Primer
  - 1791, Rich Flex 100% Acrylic Pigmented Multi-Surface Conditioner
  - 1791-C, Rich Flex 100% Acrylic Clear Multi-Surface Conditioner
- **Previously Painted Surfaces:**
  - Self-Priming
  - 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
  - 1791, Rich Flex 100% Acrylic Pigmented Multi-Surface Conditioner
  - 1791-C, Rich Flex 100% Acrylic Clear Multi-Surface Conditioner

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a 1/4" - 1/4" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
  - **Pump:** Gas or Electric Airless Sprayer
  - **Pressure:** Minimum 3300 PSI
  - **Tip:** 0.021 - 0.035 Reversible
  - **Hose:** 1/4 inch (6.3 mm) - 3/8 inch (10 mm)

## PACKAGING & WEIGHT PER GALLON

- **Packaging:** Quarts - N/A                      Gallons - 4/case  
2 Gallons - N/A                                5 Gallons - Each
- **Weight per Gallon:** 11.60 lbs.

## CLEAN UP & THINNING INSTRUCTIONS

**Clean Up:** Clean up any minor spills and spatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious spills should be contained and removed with inert absorbent material. Dispose of contaminated absorbent, container, and unused contents in accordance with local, state and federal regulations.

**Thinning:** Stir thoroughly and apply as it comes from the container. Thinning is not necessary. However, if thinning is required, you may add clean water up to 1/2 pint per gallon.

## WARRANTY & LIMITATIONS

The technical information contained herein is accurate to the best of our knowledge. All warranties are excluded, whether expressed or implied, by operation of law or otherwise, including all implied warranties of merchantability or fitness for a particular purpose. Seller shall not be liable, directly or indirectly, under any circumstances for consequential, incidental, special or any other type of damages arising or resulting for any reason under the sale, handling, or use of goods sold. Seller's liability hereunder, and buyer's exclusive remedy hereunder, for negligence or any other reason, is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. Notice of any alleged failure or defect in the material must be given to the seller in writing by certified U.S. mail within 15 days of noticing the problem. Failure to give the required notice within the time provided constitutes a waiver of any claim. The Manufacturer is not responsible for any misrepresentation made by the Dealer.

REV 09-14

## PRODUCT APPLICATION – General

Richard's Painter's Pride Professional Coatings Elastomeric Masonry Vertical Wall Coating may be easily applied with a quality brush, roller cover, or airless spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- For best results, it is recommended to apply two finish coats.
- To assure color uniformity always intermix multiple containers of custom tinted and stock colors. Apply a small test sample to verify color.
- During application, always paint to a natural break in the surface, such as a corner or edge.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- When applying by roller cover, apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading or reworking.
- When applying by airless spray equipment, use a unit with a minimum of 3300 psi of pressure, with a 0.021 - 0.035 fluid spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, and an even coat application.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 55° F and below 90° F.
- Avoid exterior paint application when weather conditions are threatening, and late in the day when there is a threat of moisture condensing on wet paint.

## PRODUCT LIMITATIONS

- Not for use in corrosive or chemical environments.
- Not for use in areas subject to intense heat.
- Not for use on below grade substrates.

## PRECAUTIONARY & SAFETY INFORMATION

**CAUTIONS:** Avoid prolonged contact with skin, and breathing of dust, vapors and/or spray mists. Causes eye irritation. **USE WITH ADEQUATE VENTILATION!** Ensure fresh air entry during application and drying. If you experience eye water, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriately fitted respirator, (NIOSH approved), during and after application. Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes, skin and clothing. Use chemical safety glasses, goggles or a face shield for proper eye protection. Wash thoroughly after handling and before eating or smoking. Close container after each use. **DO NOT TAKE INTERNALLY!**

**FIRST AID:** In case of skin contact, wash thoroughly with plenty of warm soapy water. For eye contact, flush with plenty of water for 15 minutes and get medical attention immediately. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately. If swallowed, do not induce vomiting, get medical attention immediately.

**KEEP OUT OF REACH OF CHILDREN!**