



# PRODUCT DATA SHEET

PROD. #245  
**RICH FLEX**  
**HIGH BUILD MASONRY COATING**



## PRODUCT DESCRIPTION

Rich Flex High Build Masonry Coating provides a durable high build finish on exterior concrete, stucco, block, and other cementitious surfaces. This self-priming coating goes on at 2 to 4 times the thickness of a normal exterior paint, which gets the job done faster and looks great longer. Rich Flex delivers maximum performance. It bridges hairline cracks, covers surface imperfections, and resists weathering, mildew, fading, and cracking. **Mildew Resistant** – This paint contains agents which inhibit the growth of mildew on the surface of this paint film. Great for both Interior & Exterior use.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES
<ul style="list-style-type: none"> <li>100% Acrylic Formula</li> <li>High Build Finish</li> <li>Excellent Coverage</li> <li>Excellent Weather Resistance</li> <li>Mildew Resistant</li> <li>Easy To Apply</li> </ul>	<p><i>Suitable for, but not limited to the following properly prepared surfaces:</i></p> <p><b>EXTERIOR</b></p> <ul style="list-style-type: none"> <li>Masonry</li> <li>Stucco</li> <li>Concrete Block</li> <li>Poured Concrete</li> <li>CMU Units</li> <li>Wood Trim</li> <li>Wood Siding</li> <li>Galvanized Metal</li> <li>Aluminum</li> </ul> <p><b>Great For Interior &amp; Exterior Use!</b></p>	<p><b>Product Quality:</b> Professional Best</p> <p><b>Product Use:</b> Interior/Exterior</p> <p><b>Application:</b> Brush, Roller &amp; Spray</p> <p><b>Product System:</b> Water-Based</p> <p><b>Sheen:</b> Low Luster</p> <p><b>MPI Standards:</b> No</p> <p><b>VOC Compliance:</b> AIM, LADCO, OTC Phase I &amp; II, CARB</p>

## SURFACE PREPARATION

<b>GENERAL:</b>	The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, mildew, mill scale, form release agents, curing compounds, and any other surface contaminants that may adversely affect the performance of this coating.
<b>PAINTED SURFACES:</b>	Remove loose, scaling, cracked or peeling paint from previously painted surfaces. Sand rough paint edges smooth to adjacent surface area. Sand glossy surfaces. Spot prime bare surfaces with recommended primer and allow to dry thoroughly before applying finish coatings.
<b>NEW SURFACES:</b>	<p><b>MASONRY &amp; CONCRETE:</b> Best practices are to allow a minimum 28 days to properly dry/cure. New stucco may be painted in as little as seven (7) days, provided that the pH is no higher than 13. Smooth, slick, glazed, poured or pre-cast concrete should be acid etched, abrasive or shot blasted providing a finish similar to that of 60 grit sandpaper.</p> <p><b>WOOD:</b> All new wood surfaces must be clean, dry and sound, and should be properly primed and painted before installation or immediately after. Do not allow exterior wood to weather. Weathered wood surfaces should be sanded to expose fresh wood surface before coating. Remove any grade stamps or pencil marks from new wood by lightly sanding. Wood moisture content should be below 15% and wood surfaces that have a mill glaze should be sanded to allow for proper adhesion.</p> <p><b>GALVANIZED &amp; Non-Ferrous Metal:</b> It is recommended to allow surface to weather for a minimum of six (6) months then solvent clean per SSPC-SP 1. If weathering is not possible, solvent clean per SSPC-SP 1, and apply recommended primer.</p> <p><b>ALUMINUM:</b> Remove oils, grease, dirt, oxide and any other surface contaminants as per SSPC-SP 1 specifications.</p>
<b>MILDEW:</b>	Surface areas affected by mildew should be treated with a commercial mildew removal and/or cleaner product following the 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).

## TECHNICAL DATA

- COLORS:** White & Tinting Base  
245 White      245-D Deep Base
- TINTING:** Universal Colorants
- VEHICLE TYPE:** 100% Acrylic
- VISCOSITY:** 115 KU ± 3
- GLOSS @ 60°:** Low Luster | 5 – 7 Units
- FLASH POINT:** N/A
- COATING VOC:** Not to Exceed 100 g/l – 0.83 lbs./gal  
(Meets AIM, LADCO, OTC Phase I & II, & CARB Standards)
- SOLIDS BY VOLUME:** 45.95% ± 2%
- SOLIDS BY WEIGHT:** 59.43% ± 2%
- ESTIMATED COVERAGE:** 50 – 125 SFPG  
(Coverage will vary significantly depending on application method, surface texture, porosity and conditions.)
- RECOMMENDED MIL FILM:** (Estimated @ 200 SFPG)  
**Wet:** 8.0 mils      **Dry:** 3.7 mils
- ESTIMATED DRY TIME:** (@ 70° F & 50% Relative Humidity)  
**To Touch:** 2 - 4 hrs. | **Recoat:** 4-6 hrs. or after overnight.  
(Actual dry time may vary according to relative humidity, temperature, color, applied film build and air movement.)
- DRIES BY:** Coalescence / Solvent Evaporation
- CLEAN UP:** Warm Soap & Water
- THINNING:** Clean Water
- WEIGHT/GAL:** 11.58 lbs.
- SHELF LIFE:** 2 - 3 years unopened.
- PACKAGING:**  
Gallons: 4 per case | 5 Gallon: Each

## RECOMMENDED PRIMERS

Formulated to be self-priming on sound and properly prepared surfaces. Additional primer recommendations for new or bare substrates are as follows:

### Wood:

- 7-22, HOLZTITE Alkyd Enamel Undercoater
- 26, HOLZOUT 100% Acrylic Primer/Sealer Stain Killer

### Masonry

- 151/151-A, Painter's Pride Int./Ext Masonry Block Fillers
- 1414, Rich Flex Alkali Resistant Acrylic Masonry Primer

### Non-Ferrous, Aluminum & Galvanized Metal:

- 36, HOLZON Acrylic Bonding Primer
- 1215/1220, EXCEL DTM Acrylic Gray/White Metal Primers

### Previously Painted Surfaces:

- 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
- 1791/1791-C, 100% Acrylic Masonry Surface Conditioners

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a ½" - 1¼" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
  - **Pump:** Gas or Electric Airless Sprayer
  - **Pressure:** 2,000 psi minimum
  - **Tip:** 0.021 - 0.025 Reversible
  - **Hose:** ¼ inch (6.3 mm) - ⅝ inch (10 mm)

## 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.

## CLEAN UP & THINNING INSTRUCTIONS

**Clean Up:** Clean up any minor spills and splatters 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.

## PRODUCT APPLICATION – General

Richard's Rich Flex High Build Masonry Coating may be easily applied with a quality brush, roller, or 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, and to implement warranty, two (2) finish coats must be applied in such a manner as to yield a minimum of 10.0 mils wet film thickness (WFT) per coat application, allowing a minimum of 4 – 6 hours to dry between coats.
- To assure color uniformity always intermix multiple containers of custom tinted and stock colors. Apply a small test sample to verify color.
- Always paint to a natural break in the surface, such as a corner or edge.
- **Brush Applications:** When applying by brush, use a quality nylon, polyester, or combination of both and apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- **Roller Application:** When applying by roller cover, use a quality medium or rough nap roller, depending on surface texture and porosity, and apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respraying or reworking.
- **Spray Application:** When applying by airless spray equipment, back-roll the applied coating to ensure a uniform film, even coverage and proper adhesion.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface temperatures are above 55° F and below 90° F. Do not apply when surface and air temperature is within 5° of the dew point.
- 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.

## 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!**

## LIMITED WARRANTY

Richard's Paint Mfg. Co., Inc. warrants our products to meet the application, appearance and performance properties stated on the label. This Limited Warranty shall not apply to any defect or damage resulting from improper surface preparation, structural defects, failure of a previous paint or improper application of the coating, as described in the directions on the label of this container. If this product is found not to perform as specified, Richard's Paint will, at its option and upon presentation of proof-of-purchase (the original receipt), either furnish an equivalent amount of new product or refund the original purchase price of this product to you. **ALL OTHER WARRANTIES ARE EXCLUDED BY RICHARD'S PAINT MFG. CO., INC., EXPRESSED OR IMPLIED, STATUTORY, BY OPERATION OF LAW OR OTHERWISE, INCLUDING MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.**

## LIMITATIONS

Seller's liability for any reason is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. **THIS WARRANTY EXCLUDES (1) LABOR AND COSTS ASSOCIATED WITH LABOR FOR THE APPLICATION OR REMOVAL OF ANY PRODUCT, AND (2) ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OR RESULTING FOR ANY REASON UNDER THE SALE, HANDLING, OR USE OF GOODS SOLD.** Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights, which vary from state to state. This Limited Warranty may not be transferred or assigned.

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