



**PRODUCT DATA SHEET**  
**PROD. #270**  
**PAINTER'S PRIDE PROFESSIONAL COATINGS**  
**ELASTOMERIC ROOF COATING**



**PRODUCT DESCRIPTION**

**Painter's Pride Elastomeric Roof Coating** is a professional quality roof coating suitable for application to a variety of roof substrates. Its special formulation provides protection from weathering, rain and water penetration. Its bright white color reflects and protects from the sun's ultra-violet rays. It is easy to apply, provides excellent coverage, resists chalking and dirt pick-up, is sulfide stain resistant, non-yellowing, resists shrinkage and is fungus, algae & mildew resistant. Mildew Resistant - This paint contains agents which inhibit the growth of mildew on the surface of this paint film. For Exterior Use Only.

PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	VOC COMPLIANCE
<ul style="list-style-type: none"> <li>Acrylic Formula</li> <li>Matte/Velvet Finish</li> <li>Excellent Coverage</li> <li>Weather Resistance</li> <li>UV Resistant</li> <li>Waterproofs</li> <li>Resists Mildew, Algae &amp; Fungus</li> <li>Easy To Apply</li> </ul>	<p>Suitable for the following properly prepared surfaces;  <b>EXTERIOR</b>            Cement Tile Roofs      Slate Roofs            Barrel Tile Roofs      Mobile Home Roofs            Gravel Roofs            Travel Trailer Roofs            Metal Roofs</p> <p><b>NOT FOR USE ON ROOFS THAT ARE SUBJECT TO PONDING WATER!</b></p>	<p><b>Product Quality:</b> Professional  <b>Product Use:</b> Exterior  <b>Application:</b> Brush, Roller Cover, Airless Spray  <b>Product System:</b> Water-Based  <b>Finish:</b> Matte/Velvet</p>	<p><b>AIM</b> Yes  <b>OTC I / LADCO</b> Yes  <b>OTC II</b> Yes  <b>CARB</b> Yes  <b>SCAQMD</b> No</p>

**SURFACE PREPARATION**

**General:** The entire surface area should be clean, dry, sound, fully cured and free from dirt, grease, oils, waxes, mildew and any other surface contaminants that may cause paint failure.

- Remove any loose scale, chalked, cracked or peeling paint from previously painted surfaces by hand scraping, sanding wire brushing and/or power tool cleaning, such as pressure washing or sandblasting.
- For exterior surfaces, pressure wash the entire surface area using a unit with a minimum of 1500 – 2000 psi of water pressure. More difficult areas should be hand scraped, sanded, wire brushed and/or power tool cleaned as mentioned above.
- For metal roof surfaces, remove any loose rust, mill scale, rust deposits or white rust from metal surface by the same methods as described above.
- Repair/replace any damaged and/or delaminated surface areas. Previously painted surfaces may need to be primed, depending on the overall condition of the existing coating.
- Sand all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces to effectively dull existing finish.
- Prime all new or bare surfaces with the appropriate Richard's primer.

**CAUTION! Roof surfaces may be slippery, especially when wet. Avoid walking on the roof when moisture is present. Refer to OSHA Standard #1926.501-Fall Protection, to review safety guidelines for working or walking on all types of roof surfaces.**

**Mildew** - Surface areas affected by mildew should be treated 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:** Brilliant White
- TINTING:** Universal Colorants (Pastel Colors Only!)
- VEHICLE TYPE:** Acrylic
- VISCOSITY:** 123 KU ± 2
- GLOSS @ 60°:** Matte/Velvet / 6 units ± 1
- FLASH POINT:** N/A
- VOC:** Not to Exceed 250 g/l – 2.10 lb/gal (Meets AIM, OTC, LADCO & CARB Standards)
- SOLIDS:** By Volume: 46.05% ± 2%  
By Weight: 60.74% ± 2%
- COVERAGE:** 100 – 200 Sq. Ft. / Gal. (Depending on Application & Surface Porosity.)
- 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: 4 – 6 Hours, or after overnight.
- CLEAN UP:** Warm Soapy Water
- THINNING:** Thinning is not necessary. Do not thin.

## RECOMMENDED PRIMER COATINGS

Although formulated to be self-priming on properly prepared painted surfaces in good condition, the following Richard's primers are recommended for use with this elastomeric roof coating.

- **Previously Painted Surfaces:**
  - 56 Signature Series Waterborne Epoxy Ester Bonding Liquid
  - 1414 Rich Flex Alkali Resistant Acrylic Masonry Primer
  - 1791 Rich Flex 100% Acrylic Pigmented Multi-Surface Conditioner
  - 1791-C Rich Flex 100% Acrylic Clear Multi-Surface Conditioner
- **Cement, Slate, Masonry & Barrel Tile Roofs:**
  - 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
- **Asphalt Shingle, Gravel Roofs, Travel Trailer & Mobile Home Roofs:**
  - 56 Signature Series Waterborne Epoxy Ester Bonding Liquid
- **Metal Roofs:**
  - 1015 Rust Shield Red Oxide Metal Primer
  - 1018 Rust Shield Rust Inhibitive Metal Primer
  - 1215/1220 EXCEL DTM Acrylic Metal Primers
  - **NOTE:** Factory finished metal roofs may be difficult surfaces for adhesion. Apply a test area of 36 HOLZON Acrylic Bonding Primer or 1230 EXCEL Waterborne Bonding Primer and test for adhesion after 72 hours cure time.

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a ¼" - 1" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
  - **Pump:** Gas or Electric Airless Sprayer
  - **Pressure:** Capable of pumping two (2) gallons per minute.
  - **Tip:** 0.021 – 0.030 Reversible
  - **Hose:** ¼ inch (6.3 mm) - ¾ inch (10 mm)

## PACKAGING & WEIGHT PER GALLON

- **Packaging:**

Quarts – N/A	Gallons – 4/case
2 Gallons – N/A	5 Gallons - Each
- **Weight per Gallon:** 11.67 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. Do not thin.

## 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.

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## PRODUCT APPLICATION – General

Richard's Painter's Pride Elastomeric Roof 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.
- For best results, two (2) finish coats must be applied at a rate of 10.0 mils wet film thickness (minimum) per coat. Allow 4 – 6 hours dry time between coats.
- To assure color uniformity intermix multiple containers of custom tinted or stock colors. Apply a small test area to verify color.
- On hot roof substrates, it may be necessary to lightly misting the surface with cool water to lower the surface temperature and prevent the coating from drying too quickly.
- Do not over wet the surface area. This roof coating may be applied to slightly damp roof surfaces only, and will not adhere to surfaces that are over saturated with water.
- When applying by brush, apply a smooth and generous coat on smaller surface areas, such as painting trim or cutting-in larger surface areas.
- When applying by roller, apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respreading and reworking.
- When applying by airless spray equipment use a unit capable of pumping two (2) gallons per minute with a 0.021" – 0.030" fluid spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion and an even coat application.
- Always paint to a natural break in the surface, such as a corner or edge.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 50° 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.
- If the roof coating is water-damaged by rain or heavy dewfall before coating is thoroughly dry, the coating must be cleaned with hot water as soon as possible

## PRODUCT LIMITATIONS

- Not for use on roofs with ponding water.
- 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!**