



LIFE™

Product Specifications

38 Series

100% Acrylic Latex

Exterior Masonry Coating

Description:

A premium quality, 100% Acrylic Latex Coating that provides outstanding durability and long lasting protection for masonry surfaces.

Advantages:

- ✓Excellent Adhesion
- ✓Exceptional film durability
- ✓Excellent resistance to color fading and blistering
- ✓Excellent alkali resistance
- ✓Exceptional touch-up
- ✓Self-priming

Uses:

- ✓Tilt-up concrete construction
- ✓Masonry
- ✓Stucco
- ✓Block construction

Finish: Flat

Package Size:

One gallon, 5 gallon, 30 gallon drum

Drying Time:

Dries to touch in 1 hour. Allow 4 hours drying time between coats.

Clean Up:

Clean tools and hands with warm soapy water and rinse thoroughly.

Thinning:

We do not recommend thinning. If spraying, thin with a small amount of water if necessary.

Coverage:

Apply two coats for maximum durability. Coverage is 300 to 400 sq. ft. per gallon on smooth surfaces and 150 to 300 sq. ft. per gallon on rough, textured or porous surfaces. When more than one container of the same color is used on a job, it is recommended that these containers be blended together to insure a uniform color throughout the job.



One Coat Coverage:

The finest pure color pigments available are used to achieve unequaled color hue and brightness. For this reason some colors may require more than one coat to attain uniform coverage. Deep tone and accent colors by their nature contain very small amounts of opaque white pigments and may generally require 2 to 4 coats for complete coverage.

Application:

Apply at temperatures above 50°F. Stir thoroughly before use. Before use do not apply late in the day or when dew, rain, fog or mist is likely. Moisture can damage the fresh paint film. Do not paint in direct sun. To make application easier on warm sunny days, paint in the shade as much as possible and dampen the surface to be painted just prior to painting. Do not use on horizontal surfaces such as decks, porches and steps.

Mildew:

DO NOT PAINT OVER MILDEW. Mildew is a fungus, brown, black, grey or even white in color, and will rapidly grow through any coating applied over it. A solution of 50% household bleach and 50% water will usually kill the mildew. See precautions on bleach label for handling before using.

Metal:

Metal must be free of rust. Clean and etch all new metal. Prime all bare metal with Life's 7075 Primer.

Surface Preparation:

All surfaces must be free of dirt, oil, soot, paint chalk or other contaminants.

Efflorescence:

Efflorescence must be removed thoroughly by wire brushing and scraping followed by washing with a solution of phosphoric acid and rinsed thoroughly. The elimination of the reoccurrence of efflorescence requires the elimination of the source or sources of water or moisture .

Concrete Tilt Up Buildings

1. Remove all form release agents from concrete. Consult the manufacturer of the form release agents for directions for removal. Clean and wash building thoroughly. (See specifications)
2. Prime concrete with Life's 4600 Masonry Sealer/ Primer. (Conforms to ASTM C-309) This primer may be applied to concrete with a PH as high as 13.
3. Top Coat with 1 or 2 coats of "38" Series 100% Acrylic Flat Wall Coating

Stucco Surfaces

All surfaces must be clean, dry, sound, and free of dirt, rust stains, scale, mildew, peeling or chalky paint and other contaminants. High pressure power wash all stucco and masonry to remove all chalk and other contaminants from substrate.

Technical Information

Type:	Acrylic Latex	Viscosity:	100-105 KREBS units at 77°F
Diluent:	Water	Flash Point:	
Solids Content:	45-47% by weight 28-30% by volume	Maximum V.O.C.:	100 grams per liter

This product contains chemicals known to the State of California to cause cancer, birth defects and reproductive harm. The maximum V.O.C. of this product does not exceed 100 grams/liter. WARNING! If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. Contact the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.