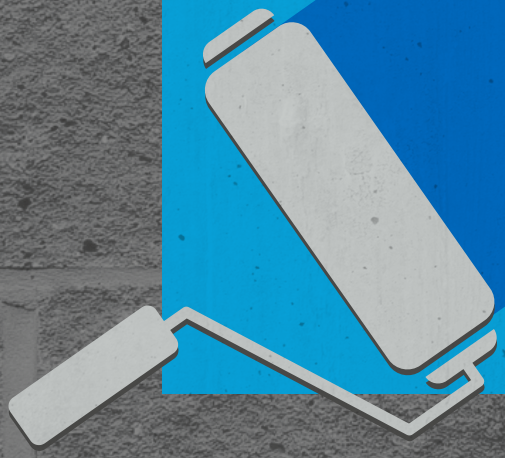
SECTION 3

CHOOSING A COATING



NOW THAT YOU KNOW THE FUNCTIONS OF CONCRETE, understanding how Sherwin-Williams coatings can support those functions will help you recommend the proper product to enhance concrete surfaces, improve longevity and increase satisfaction with the project.

WHY DOES CONCRETE OFTEN REQUIRE A COATING INSTEAD OF PAINT?

Because protection issues — like corrosion, alkalinity, moisture protection and infiltration prevention — are often primary concerns for concrete applications, a specialized coating is generally required, rather than a latex paint. It can be difficult to draw the line between paint and coatings, so some of the differences are outlined here.

HEAD-TO-HEAD COMPARISON

EXTERIOR ARCHITECTURAL PAINTS	VS	MASONRY/CONCRETE EXTERIOR COATINGS
		
Have protective properties but are primarily used to change color. Most latex paints are not developed to be waterproofers or to provide extreme chemical resistance.		Provide both color and texture options, but are primarily selected for their protective properties. For example, a concrete coating might be chosen for its waterproofing, weather resistance or elongation and tensile strength benefits.
Designed to provide a balance of properties, including wind-driven rain resistance		Stronger wind-driven rain resistance versus architectural paint
General protection from sun, rain, wind and snow		Excellent flexibility and durability to changes in weather compared to latex coatings
Lower material and labor costs up front		Lower cost over time due to greater life expectancy and lower maintenance
Dry film thickness (DFT) < 5 mils		Dry film thickness (DFT) > 6 mils

We are here to help specify and recommend the right product for the right job.

There are common issues and needs of concrete and masonry substrates, such as protection from alkali burn, efflorescence or water penetration, which you will learn more about later in this guide, as well as how Sherwin-Williams Concrete Coating Systems fit this need.

In other instances, several of our architectural coatings would be perfectly suitable for application over previously painted substrates and concrete or masonry systems are not required.

Work with your Sherwin-Williams Sales Representative or Sales Associate to help walk through project needs and coating recommendations.

TYPES OF CONCRETE & MASONRY COATINGS

Because concrete products are used in a great diversity of circumstances, there are a variety of criteria to consider when specifying an appropriate coating. Here you will find coating categories, their uses and their benefits.

FLOOR FINISHES

ACRYLICS	Easy to apply and work with, lower odor than solvent-based coatings
Example	ArmorSeal®
STAINS	Decorative finishes, easy to work with, single component
Examples	H&C® Concrete Coatings
EPOXIES	Chemical resistant, durable, moisture resistant
Examples	ArmorSeal® and H&C® Concrete Coatings
URETHANES	Chemical resistant, gloss and color retentive, durable
Example	ArmorSeal®
TERRAZZO	Durable, long life cycle, decorative
Example	General Polymers®

INTERIOR FINISHES

ACRYLICS	Modifiable to suit needs, low VOC and odor compared to solvent-based paint, fast drying times, quick and easy cleanup
Examples	ConFlex™ UltraCrete™ and Loxon® Water Blocking Primer/Finish
ALKYDS	Smooth, high-gloss finish, good flow and leveling, a hard, non-porous finish, humidity resistant
Examples	ProMar® 200 and ProClassic®
EPOXIES	Chemical resistant, durable, moisture resistant. More effective in these situations than regular interior finishes
Example	Pro Industrial™ Water Based Catalyzed Epoxy
URETHANES	Maintain gloss after prolonged exposure, UV resistant while being flexible
Example	Pro Industrial™ Water Based Acrolon™ 100
STAINS	Decorative, single component, versatile, can be used on floors, walls and ceilings
Examples	H&C® Concrete Coatings

Information on these Sherwin-Williams concrete products can be found in the Appendix of this guide and through your Sherwin-Williams Sales Representative or Sales Associate.

EXTERIOR FINISHES

ACRYLICS	Easy to apply and work with, lower odor than solvent-based coatings
Examples	Loxon XP™ and Loxon® Self-Cleaning Acrylic
ALKYDS	Durable, hard, good finish
	Note: Alkyds are becoming much less prevalent as advanced generation acrylics take over
Examples	SWP® and Pro Industrial™ Urethane Alkyd
EPOXIES	Self-cleaning, hard, chemical resistant, moisture resistant, corrosion control
Example	Tile-Clad®
URETHANES	Gloss and color retentive, chemical resistant, non-yellowing and UV resistant while being flexible enough for exterior applications
Example	Pro Industrial™ Water Based Acrolon™ 100
STAINS	Functional, water repellant, easy to apply, decorative
Examples	Loxon® Concrete Stain and Semi-Transparent Stain, and H&C® Concrete Coatings

SPECIALTY EXTERIOR FINISHES

ELASTOMERIC	Used to protect concrete from moisture intrusion and helps protect against wind-driven rain
	Flexible, weather resistant, bridges minor cracks
Examples	ConFlex XL™ and ConFlex™ SherLastic®
SILANE	Used as a water repellant
	Durable and performs well under abrasion and weathering, maximum penetration, requires high pH to catalyze
Example	Loxon® 40% Silane Water Repellant
SILOXANE	Used as a water repellant
	Ideal for treating brick, stucco and stone; durable
Example	ConFlex™ 7% Siloxane Water Repellant

Terms of the Trade

CORROSION: Degradation of concrete or steel reinforcement by electrochemical or chemical attack.

INFILTRATION: The uncontrolled admittance of air or liquid through cracks and pores in concrete.

MYTH #3

Concrete must cure for at least 30 days before coating.

FACT: Many coating products cannot be applied to "hot" masonry surfaces. However, some primers and topcoats can be used in as little as seven days of curing.

Choose primers and topcoats that can be used on substrates with surface pH levels from 6-13. And always carefully read and follow the manufacturer's instructions.