



NEWLOOK

NewLook International, Inc. SmartColor™

Technical Information Sheet

NewLook International, Inc. SmartColor™ is a single component water-based nano-acrylic concrete stain used for decorating concrete surfaces. It is water submersible, alkali, weather and UV light resistant. SmartColor requires a topcoat and is compatible with most solvent based, water-based single and two component products, including but not limited to urethanes, acrylics and epoxy sealers. It is a user-friendly stain for cured concrete slabs and other porous substrates. SmartColor may be applied over sealed surfaces in interior or exterior applications.

USES AND BENEFITS

- Compatible with neutralized acid-based stains
- Compatible with overlayments, as a topical stain and as an integral color
- May be applied over previously sealed surfaces
- Low odor
- Excellent chemical and stain resistance
- Superior weathering
- Extremely fast dry time
- VOC compliant
- Interior and exterior application
- May be used to create specialty decorative designs with stencils

AREA PREPARATION

Mask or cover all areas that are not intended to be stained, including but not limited to door frames, doors, walls, windows, etc.

SURFACE PREPARATION

Preparation is the most important part of the installation process. Proper floor preparation results in SmartColor's longevity and minimizes potential failures. NewLook recommends using proper preparation methods to achieve a surface profile of CSP 1 or 2 as described by ICRI guidelines (www.icri.org). The surface must be free of all foreign materials that would inhibit the absorption, penetration and bonding of SmartColor. All debris, loose concrete, paints, oils, release, etc. must be removed. If an acid etch is used to clean or profile the surface then any dry residue must also be removed and thoroughly cleaned.

APPLICATION PREREQUISITES

- NewLook strongly recommends representative jobsite samples (mock-ups). Different sections should be tested for suitability, adequate coverage, and final appearance.
- Protect any walls and adjacent areas where staining is not desired.
- Recommended temperature of concrete surface should be between 50°F rising and 90°F and cooling.
- The concrete surface may be slightly damp when applying, but all standing water must be removed prior to installation.
- Do not apply when heavy condensation, hydrostatic pressure, or high moisture vapor transmission can occur, which can compromise the bond of NewLook SmartColor.

HORIZONTAL APPLICATION

(Exterior Broom Finish)

Broom finishes may result in high profiles or peaks in the substrate, which erode faster than the remaining substrate. Remove these unstable sections by simply running an ice scrapper or other metal object over the substrate. Extract and clean debris. This step can enhance the longevity and durability of coatings like SmartColor.

(Exterior & Interior)

Remove paint, adhesives and loose particulates from the surface. Apply NewLook EcoAcid™ according to instructions to exfoliate and wash the concrete surface. For a more aggressive or deeper profile, apply NewLook QuickEtch™ according to instructions.

For **interior** jobs where power washing is not suitable, use a scrub-brush with appropriate cleaners or an auto-scrubber equipped with brush attachments while rinsing with clean water. Extract material and residue using a wet/dry vacuum or lower the squeegee uptake bar on the auto-scrubber. Continue to flush and agitate the substrate until the rinse water is clear and the surface is free of residue. Assure the surface is clean and porous by performing a water test. If clean water absorbs readily into the surface, then the surface is sufficiently porous to receive the stain.

For **exterior** jobs, power washing is recommended to achieve a clean and porous surface. Remove EcoAcid or other preparation material (residue) using a power washer with overlapping line patterns. It is recommended to use a minimum 3,000 psi pressure washer with 4 GPM capacity using a 15° or 25° fan tip or a 0° oscillating fan tip with 12,000 work units (work units = gallons per minute x PSI). Allow the area to dry adequately.

If additional profile is needed, re-apply EcoAcid or QuickEtch.

NEWLOOK SMARTCOLOR

Dilution/Mixing

Instructions

1. SmartColor is packaged as a concentrate. The recommended dilution ratio is 1 part concentrate to 3 or 4 parts clean water depending on desired opacity.
2. For application of highlight colors, overlay systems or previously coated substrates utilize 1 part concentrate to 5 - 6 parts clean water.

3. Concentrate will result in ready to use stain by simply stirring mixture.
4. Increased transparency as well as lighter color shades can be achieved by increasing the dilution ratio. Do not surpass 1 part concentrate to 6 parts water. Note: As the dilution ratio increases, the amount of solids contents decreases, resulting in a less durable stain. As such, always seal to protect the colored stain finish.
5. Multiple coats helps to achieve a higher hide and more opaque finish.

IMPORTANT: To assure clean water source consider diluting with distilled, deionized or reverse osmosis water. Avoid hard water.

High Hide

Decreasing the dilution ratio of SmartColor will increase hide or opacity. This allows the applicator to cover stains and discolorations, as well as achieve uniformity on different integrally colored surfaces.

Application Instructions

Consider installing NewLook ORIGINAL Solid Color Stain™ first as a base color before installing SmartColor. While not always necessary, the ORIGINAL Solid Color Stain can help to hide surface discolorations that might manifest or transpire through the more translucent finish SmartColor when highly diluted.

To achieve a natural, mottled or variegated appearance, SmartColor should be applied by creating a mist with an airless sprayer, HVLP sprayer production gun, pump sprayer or trigger spray bottle. The variegation is the result of the specific gravities of the pigments, as well as the absorption rate of the surface. Let each application dry thoroughly before doing additional applications. Roller application methods force absorption resulting in mechanical lines.

If you prefer to apply the SmartColor with a brush, begin in a figure-eight motion. Do not apply pressure; allow the Applicator Brush to naturally spread the stain as far as it will go, leaving no puddles. Apply evenly. Let each application dry thoroughly before doing additional applications.

NOTE: All SmartColor colors are compatible; they can be mixed, sprayed simultaneously and layered to achieve a desired appearance. Always complete a representative jobsite sample or jobsite mockup. Flooding SmartColor on the surface may result in separation of certain pigment colors.

PREVIOUSLY SEALED SURFACES

Application Instructions

After cleaning the previously sealed surface, apply SmartColor to an inconspicuous section of the surface. Allow the stain to dry. Test for adhesion by running your hand over the stained surface. If you are unable to rub the stain off, it has achieved adhesion. Apply SmartColor to the remaining area. Allow at least 2 - 4 hours after SmartColor has initially cured and dried before applying SmartSeal™ or up to 8 hours for other compatible sealers over SmartColor. If adhesion is questionable, remove the existing coating using EasyStrip 1000 or EasyStrip 2000. Clean the surface thoroughly before applying SmartColor. Always reseal after applying SmartColor.

DRY TIMES, CURING & POST APPLICATION

Complete drying times will vary depending on concrete temperature, air temperature, humidity, concrete porosity, and other local conditions.

Temperature: 70° F

Relative Humidity: 30%

Dry to Touch: 5 – 10 min

Final Cure/Sealer: 24 hours

- Surface should not get wet for at least 2 - 4 hours following application.
- Wait a minimum of 2 - 4 hours after SmartColor has initially cured and dried before applying SmartSeal or up to 8 hours before applying other compatible sealers. Always test sealers for compatibility before using.
- Follow sealer wait-time recommendations for foot or vehicular traffic.

LIMITATIONS

- Inconsistencies in jobsite conditions, mixing and application methods, finishing techniques, curing methods or other local conditions may produce variations in the final appearance and adhesion of the finished product
- Not recommended for non-porous substrates (e.g. metal, resin, fiberglass) when submerged in water or exposed to extreme weather conditions
- Adhesion problems will occur if NewLook SmartColor is used on any surface that will prevent the product from penetrating and bonding to the concrete substrate, including but not limited to soiled, sealed, dusting, spalling, or painted surfaces
- NewLook Concrete Color Stains must not be applied when the temperatures are falling below 50°F or rising above 90°F
- Do not use tape on stained or sealed concrete as it may pull up color when removed
- Flooding SmartColor on the surface may result in separation of certain pigment colors. For best results, create a mist over the surface using an airless or HVLP sprayer.

STORAGE & SHELF LIFE

Unopened Container: 4 years

Opened Container: 24 months

Diluted Stain (pot life): 3 months

- Store product indoors, away from heat, moisture, and direct sunlight.
- Keep containers tightly sealed.
- DO NOT allow product to freeze.

CAUTION

KEEP AWAY FROM CHILDREN AND ANIMALS. Before using or handling, read the MSDS and Product Instructions. DO NOT CONSUME. Avoid contact with eyes and skin. Wear rubber gloves, aprons and safety eye goggles. Use good hygiene when handling this product. It is recommended that you wash and bathe after each use.

PACKAGING AND COVERAGE

Kit Type	Kit Size	Total Yield	Coverage (Sq Ft.)	Approximate Ship Weight
SmartColor	Sample, 2 oz			
	Test, 4 oz	20 Ounces	35-50 Sq. Feet	1 lbs
	1 Quart (32 oz)	1.25 Gallons	250-400 Sq. Feet	4 lbs
	1 Gallon	5 Gallons	1000-1600 Sq. Feet	9 lbs
	5 Gallon	25 Gallons	5000-8000 Sq. Feet	45 lbs

LIMITED WARRANTY

NewLook International, Inc. SmartColor™ (“Product”) is not intended for public use and is intended for use by licensed contractors and installers, experienced and trained in the use of this products. Product is warranted to be of uniform quality within manufacturing tolerances. The manufacturer has no control over the use of Product, therefore no other oral or written representation or statement of any kind, express or implied, now or hereafter made is authorized or warranted by NewLook International, Inc. or its affiliates, and NewLook International, Inc. and its affiliates hereby disclaims all such warranties, including those of merchantability or fitness for a particular purpose. In any case, the manufacturer’s obligations shall be limited to refunding the purchase price or replacing material proven to be defective. NewLook International, Inc. shall not be liable for special, incidental, or consequential damages, including delays or lost profits. Communication of this warranty and its limitations to end users is not the responsibility of NewLook International, Inc. but should be communicated by those in direct contact with the end user. Any claim regarding product defect must be received in writing within one year from the date of manufacture. No claim will be considered without such written notice or after the specified time interval. The end user shall be responsible for determining Product’s suitability and assumes all risks and liability.

NEWLOOK INTERNATIONAL, INC. PRODUCTS available through: