



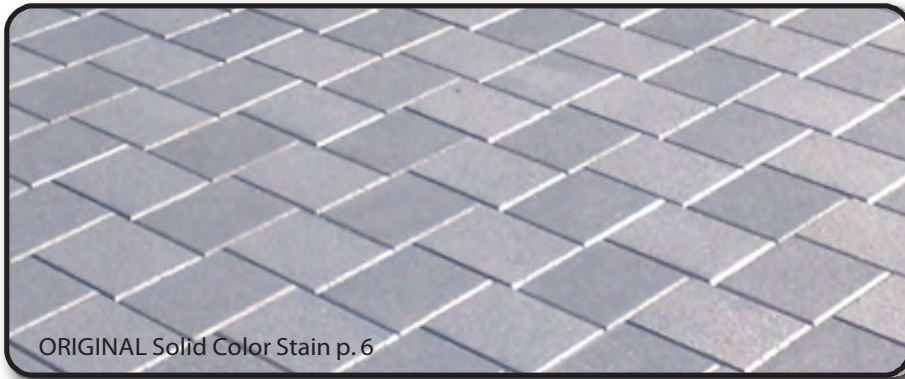
Architectural Products & Materials Guide

Updated March 2014

Contents

Premium Architectural Decorative Concrete Products

Preparation Solutions	4
Restoration & Beautification Solutions.....	6
<i>Concrete Color Stains</i>	6
<i>Impression Patterns</i>	10
<i>NewDeck with CoolStain Technology</i>	15
<i>NanoSet Polishing System</i>	16
Maintenance & Protective Solutions.....	18
<i>EffLock Efflorescence-Curing System</i>	18
<i>Sealer Comparison Chart</i>	22
Sundry Tools & Support Materials	23
<i>Contractor Pass-Along Marketing Card</i>	23



NEWLOOK™
INTERNATIONAL

Corporate Office & Customer Service

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You Can Depend on the ORIGINAL!

NewLook International is the leading manufacturer of premium and innovative decorative concrete and architectural building solutions. Our revolutionary and proven systems have been used since 1989 by industry professionals and property owners alike to dramatically enhance the image of concrete. In fact, our innovative products were originally developed by professional contractors and tested over 10 years before marketing to customers like yourself; you can depend on the quality of our proven system.

What We Believe

Our company was founded on the principals of innovation, sustainability and the belief that maintaining the image of your concrete should be convenient, not cost prohibitive. We believe that true innovation is defined not by a new product combination alone, but also a product-market match. And since our award-winning and revolutionary products have been installed on millions of square feet of concrete by hundreds of professional installers we can confidently say that NewLook is the industry leader in providing value-added, innovative solutions. Our mission is to help architects, distributors and professional installers build sustainable, successful businesses by providing the most innovative, reliable, and green decorative concrete solutions.

Whether you are a concrete contractor, decorative concrete supplier, architect or designer, NewLook has a specific range of innovative and environmentally friendly products that will compliment your own range of solutions—making us your experts in surface enhancing solutions! Yes, our system can do just about anything...except wash your dishes.

We invite you to evaluate the quality of our complete line of products and to contact your supplier or a NewLook Representative for more information. We are confident that, like the hundreds of professional installers who have been using NewLook products since 1989, you will also find our products to be truly superior solutions.

Sales & Technical Support

Legendary customer service is our goal. Our team of inside and outside Sales Representatives have many years of experience with decorative concrete, which contributes to our strong reputation for being your industry experts.

Have a technical or job site question?
Need to find your nearest Authorized NewLook Distributor or Certified NewLook Installer? No problem. Contact a NewLook Representative for more information.

Contact Us!

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Info Email: info@getnewlook.com

Sales Email: sales@getnewlook.com

Hours: 8:00 AM - 5:00 PM; Mon – Fri

Web: www.GetNewLook.com

Order Fulfillment & Returns

Most NewLook products are made to order. Once a purchase order is received, the raw materials are then combined to manufacture the final product(s). Orders are shipped FOB. This process ensures that customers benefit from the highest quality products and we have a strong reputation for fulfilling orders very quickly.

Small, daily purchase orders received before 10:00 AM are usually shipped within one business day, if not the same day. Same day shipments are based on availability, order size and time of day the order is received. If order turnaround time is critical, ask your supplier to contact NewLook in advance to verify our ability to quickly fulfill the order. No verbal orders accepted.

Products may be returned within 30 days of purchase for a credit of the purchase price, less a standard restocking fee. All returns require an RMA and must be received in undamaged condition. Contact your supplier for more information.

Limited Product Warranty

NewLook products are warranted to be of uniform quality within manufacturer's tolerances. Since no control is exercised over their use, no warranty, expressed or implied, is made as to the results of such use. Seller's and manufacturer's obligation under this warranty shall be limited to refunding the purchase price of that portion of the material proven to be defective or by replacing the defective material.

Preparation

Preparation is the most critical step in any decorative concrete installation process. **We repeat:** preparation is critical. That's why we have invested so much into researching and developing the highest quality solutions used to clean and prepare your architectural surfaces. Use to remove most any coating, dirt, grease or foreign substance that could inhibit the penetration of our decorative coatings and their bond with the surface. However, the performance of decorative coatings is dependent upon the condition of the concrete so effort should be made to ensure that your concrete is suitable. Contact your supplier or NewLook Representative for more information about how to effectively prepare concrete.

EcoAcid™

A water-based, non-corrosive concrete exfoliating cleanser. It is a safer, non-fuming alternative to harsh acids that does not require neutralization. EcoAcid is environmentally friendly, non-toxic, non-hazardous and safely prepares most concrete surfaces by lightly washing and gently opening up the pores for effective staining with NewLook concrete stains or other penetrating coatings. Use on all newly cured concrete. Will not kill vegetation when pressure washed from surface. **Available in 1 and 5 gallon containers. Treats approximately 200 square feet per (19 square meters) per gallon.**

- ▶ Exfoliating cleanser
- ▶ Reacts immediately
- ▶ Water-based & eco-friendly
- ▶ Etches and washes
- ▶ Non-corrosive



QuickEtch™

A water-based, biodegradable concrete etching gel specifically designed to aggressively profile the surfaces of both green (fresh) and mature concrete. The depth of the etch achieved is the same as hydrochloric (HCl) or muriatic acid; it also has 80% less odor and a more uniform etch than muriatic acid. The gel form of QuickEtch conveniently profiles the surface with low / no dust compared with sandblasting, grinding or shot blasting. Non-ozone depleting. QuickEtch is not to be used as a cleaner. It can be used over vinyl adhesives or decorative masking patterns to etch a non-slip decorative pattern. **Available in 1 and 5 gallon containers. Covers approximately 50 to 150 square feet (5 to 9 square meters) per gallon.**

- ▶ Aggressive etching gel
- ▶ Alternative to grinding
- ▶ Deep profiling
- ▶ More uniform etch than acid
- ▶ 80% less odor than acid



EasyStrip™ 1000 & EasyStrip™ 2000 Coating Removers

WORKS FASTER THAN SOY-BASED STRIPPERS!

Fast-acting concrete coating and paint removers designed for preparing concrete surfaces for NewLook decorative stains and other decorative concrete products. They are VOC-compliant, contain no TAPs or HAPs, offer easy clean-up with pressure washing and the Mean Klean Concrete Degreaser™ (p. 5). Especially useful where worker safety or damage to delicate equipment may be a concern. Recommended for use on nearly all substrates, including concrete, steel, aluminum, masonry or wood (lead-based paints). **Available in 1 and 5 gallon containers. Covers approximately 50 to 150 square feet (4 to 14 square meters) per gallon.**

- ▶ Biodegradable
- ▶ Fast-acting
- ▶ VOC compliant
- ▶ Easy to control gel
- ▶ Non-acid
- ▶ Low odor
- ▶ Easy clean-up



EasyStrip 1000 will lift most sealers, acrylics, non-acid stains, non-lead based paints, urethanes, lacquers and varnish. Not recommended for use on epoxies or polyureas. Use on most architectural surfaces, such as concrete, brick, masonry and pavers where sealers and non-lead based paints are present.



EasyStrip 2000 will lift epoxies, urethanes, lead based architectural coatings, powder coatings and other high performance coatings. Use on most architectural surfaces, such as concrete, brick, masonry and pavers where high performance coatings are present.

Technical Data Sheets and MSDS can be downloaded at www.GetNewLook.com. Please read the respective Technical Data Sheet before using NewLook products. Additional product installation information also available online.

MEAN KLEAN™

Industrial Concrete & Mortar Dissolver

The eco-friendly, non-fuming alternative to harsh cleaning acids or hazardous etching chemicals. The fast-acting formula dissolves concrete by attacking the Portland Cement, reducing it to a mush that's easy to clean and remove from the surface. Use to remove concrete, cured cement, mortar, grout and stucco. Cleans concrete splash, trowels, screeds, hand tools, mixers, pumps, scaffolds, mud tubs, mud boards, trucks, trailers and silos, saws, drills, generators, augers and more! Available in a 22 oz. spray bottle, and 1, 2.5, 5 and 55 gallon containers.

- ▶ 100% biodegradable
- ▶ Non-hazardous to equipment
- ▶ Eco-friendly
- ▶ Non-corrosive
- ▶ Non-fuming
- ▶ Non-flammable

ATTACKS
& DISSOLVES
PORTLAND
CEMENT



MEAN KLEAN™

Heavy-Duty Concrete Degreaser

A proven, industrial strength degreasing solution that can be diluted with water depending the strength needed. The water-based formula provides an economical, effective cleaner that removes grease, oil, transmission fluid, adhesive, release and other foreign substances from concrete and masonry surfaces. Effectively cleans soiled concrete surfaces in preparation for NewLook decorative concrete coatings. Available in 1 and 5 gallon containers. Treats approximately 200 square feet (19 square meters) per gallon.

- ▶ Heavy-duty degreaser
- ▶ Powerful & fast-acting
- ▶ Concentrated formula
- ▶ Water-based & eco-friendly
- ▶ Effective surface cleaner

QUICKLY
REMOVES OIL
& GREASE



MEAN KLEAN™

Multipurpose Concrete Cleaner

A powerful multi-purpose hard-surface cleaning agent used to safely clean stained or sealed concrete without dulling the finish. It can be diluted with water to remove grease, oil, adhesive, dirt, food stains, soot and more from many concrete surfaces. It may also be used as a neutralizing agent for acid-treated concrete. The formula contains a powerful and natural vegetable-source solvent that is both safe and biodegradable. Available in 1 and 5 gallon containers. Treats approximately 200 square feet (19 square meters) per diluted gallon.

- ▶ pH neutral
- ▶ Multi-purpose cleaner
- ▶ Safe over NewLook stains
- ▶ Alternative neutralizing agent
- ▶ Eco-friendly & biodegradable

SAFELY USED
ON NEWLOOK
COATINGS



Premium Concrete Color Stains

Maintaining the image of concrete has never been easier than with NewLook's family of architectural concrete stains. They are water-based, non-reactive and are used to restore old, tired-looking and faded concrete. Use NewLook's premium stains to achieve sustainability and fix common concrete color problems like discolored, blotchy or stained concrete, wrong colors, failed acid-stain, faded integral color and more! Our family of revolutionary concrete stains provide endless possibilities in coloring and faux finishing concrete.

The ORIGINAL Solid Color Stain™

A premium water-based, polymer-modified concrete stain that creates a completely opaque and natural-looking finish. Use to restore previously colored surfaces or rejuvenate old, tired-looking concrete by completely covering discolorations, faded integral color or failed acid stains. Used on existing concrete flat work, vertical surfaces, concrete blocks, pavers, imprinted (stamped) concrete and many other porous surfaces. Perfect for use on micro-toppings and overlays. Sealer not necessarily required.

- Large (32 oz) standard size 4-part kit covers approx. 350-400 sq. ft. (32.5-37 sq. m) twice
- Small (4 oz) test size 4-part kit covers approx. 45-50 sq. ft. (4-4.6 sq. m) twice



- ▶ Restores & revitalizes ugly concrete
- ▶ Natural-looking finish
- ▶ Fixes faded integral color & failed acid stain
- ▶ Completely opaque, uniform finish

Why use the ORIGINAL Solid Color Stain and CoolStain PRO?

- Reliable, non-reactive color formula has no VOCs
- Penetrating, non-acrylic formula leaves natural-looking finish
- Opaque (solid) finish completely covers discolorations
- Easily applied with a NewLook Applicator Brush™
- Does not necessarily need to be sealed (must be maintained)
- Extensive color palette & color matching available

CoolStain™ PRO

KEEPS YOUR CONCRETE COOLER!

A premium quality water-based, polymer-modified concrete color stain used to reduce the surface temperature of existing concrete. The patent-pending formula uses revolutionary infrared reflective technology to increase the solar reflectivity of concrete surfaces exposed to sunlight, reducing the surface temperature by up to 50° F! CoolStain PRO provides a completely opaque, breathable and natural-looking finish. Perfect for use on concrete pool decks and municipal projects. Sealer not necessarily required.

- Large (32 oz) size 3-part kit covers approx. 350-400 sq. ft. (32.5-37 sq. m) twice
- Medium (16 oz) size 3-part kit covers approx. 175-200 sq. ft. (16-19 sq. m) twice
- Small (4 oz) size 3-part kit covers approx. 45-50 sq. ft. (4-4.6 sq. m) twice
- Test (2 oz) size 3-part kit covers approx. 20-25 sq. ft. (2-2.3 sq. m) twice



Patent Pending

- ▶ Reduces surface temperature up to 50° F
- ▶ Increases solar reflectivity & emissivity
- ▶ Lowers energy absorption
- ▶ Reduces Urban Heat Island effect

Translucent Color Enhancer™

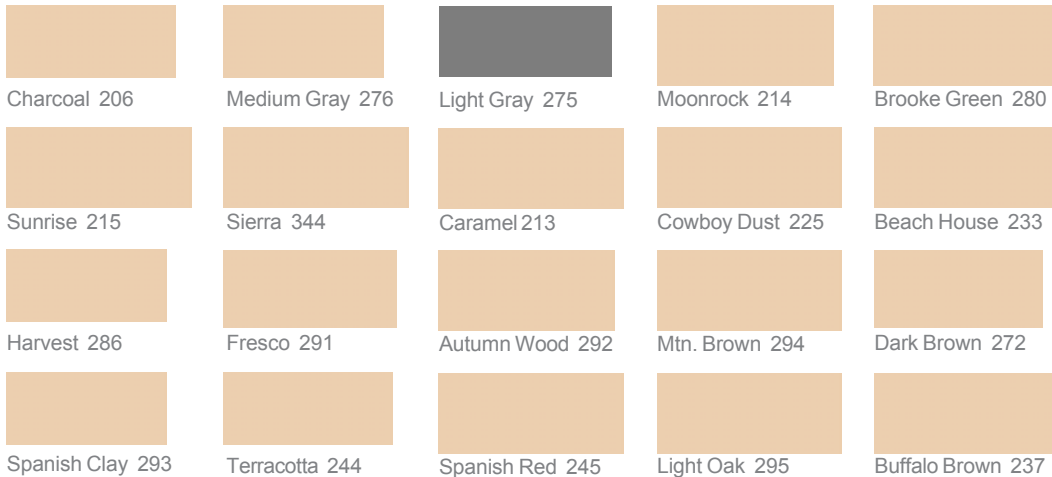
A premium grade water-based, polymer-modified concrete color stain used to restore exposed aggregate, faux finish flat work, and enhance areas of relief or texture on stamped concrete surfaces with a vibrant finish. As a translucent (non-solid) stain, the Enhancer can create an aesthetic multi-toned finish when used over the ORIGINAL Solid Color Stain™ in a contrasting color. The color value may also be darkened with the Color Additive Booster™. Must be sealed. See page 7 for more information.

- Extra large (32 oz) size 3-part kit covers approx. 600-1200 sq. ft. (56-111 sq. m)
- Large (16 oz) size 3-part kit covers approx. 300-600 sq. ft. (28-56 sq. m)
- Medium (4 oz) size 3-part kit covers approx. 75-150 sq. ft. (7-14 sq. m)
- Small (2 oz) test size 3-part kit covers approx. 35-75 sq. ft. (4-7 sq. m)



- ▶ Quickly restores exposed aggregate
- ▶ Use indoors & outdoors
- ▶ Easily installed with a sprayer or brush
- ▶ Many vibrant, natural, & UV-stable colors

Standard Colors



Products Available in These 20 Standard Colors:

- The ORIGINAL Solid Color Stain
- CoolStain PRO
- Translucent Color Enhancer
- SmartColor
- WallStain Solid
- WallStain Translucent
- Color Additive Booster
- Color matching available

IMPORTANT: The colors above are for reference purposes only. They are approximate and, as close as possible, represent stained concrete with a flat-troweled or smooth finish. When choosing colors, **use the respective Standard Color Selection Guide** (available from your local distributor) for more accurate matching. NewLook International, Inc. cannot control (and is not responsible for) application methods, job site conditions, finishing techniques, preparation, curing methods, or other job site variables and, therefore, cannot guarantee the final appearance, adhesion or an exact match. Texture or finishing techniques, the use of sealers and slight color drifts in raw materials can produce variations in color appearance. **Husbands must receive permission from their wives before selecting a color!**

WallStain™ Solid

An opaque (solid) non-yellowing acrylic emulsion stain/sealer designed to color, seal, and protect vertical concrete and masonry surfaces, e.g. pre-cast and tilt-ups. Installs easily and quickly for vertical surfaces. WallStain will cure to a matte-satin finish when properly applied. Resists stains, UV, abrasion and minimize hairline cracking, dusting, and spalling. Compatible with all NewLook concrete color stains and sealers. Limited color matching available. **Available in 1, 5 and 55 gallon containers. Covers approximately 200 - 300 square feet per gallon. Minimum order quantities may apply.**

- ▶ Black (207) & White (230) available
- ▶ Ready to use, single component
- ▶ Acrylic emulsion stain/sealer
- ▶ Resists abrasion & UV
- ▶ No primer required
- ▶ Resists mold, fungus growth
- ▶ Water repellent
- ▶ Install with airless sprayers



WallStain™ Translucent

The translucent version of WallStain is used to create highlights over WallStain Solid for a more natural, multi-colored finish. SmartColor™ or Translucent Color Enhancers™ may also be used to create an antiqued or faux effect over WallStain Solid. Limited color matching available. **Available in 1, 5 and 55 gallon containers. Covers approximately 200 - 300 square feet per gallon. Minimum order quantities may apply.**



WallStain Solid Base:
• Sierra (344)

Translucent Colors:
• Maple (290)
• Beach House (233)

Color Additive Booster™

The Color Additive Booster is a 2 oz bottle of concentrated pigment used to intensify and darken the color value of the Translucent Color Enhancer. Commonly used by faux finishers and designers to create specific color shades and values. May also be used to tint SmartSeal™ and other acrylic sealers. Contact your NewLook Representative for more information. Do NOT add more than one Booster to a 4 oz Enhancer, four Boosters to a 16 oz Enhancer or eight Boosters to a 32 oz Enhancer.

- ▶ Tints SmartSeal & other sealers
- ▶ Intensifies Enhancer color
- ▶ Increases stain color control
- ▶ Available in all standard colors





TiqueWash™

A premium antiquing concrete stain colorant used to easily create a natural-looking, multi-toned finish on textured concrete surfaces. The high-quality water based formula includes ultra-fine polymers for improved surface penetration and strong adhesion when sealed with NewLook SmartSeal™ or other compatible sealers. Mix the TiqueWash powder with clean water to create a translucent color wash that, once applied, runs off high spots and settles in the low spots of textured concrete. Use TiqueWash to restore the color of weathered concrete or create an antique color finish for stamped concrete. Must be sealed.

1 3 lb (1.36 Kg) container covers approximately 2000–3000 sq. ft. (186–279 sq. m) of stamped concrete. Coverage varies with porosity and method of application.



- ▶ Restores & revitalizes stamped concrete
- ▶ Use on concrete or over the Solid Stain
- ▶ Natural, two-toned color finish
- ▶ Optimal pigment loading for strong bond



BEFORE: Old, faded, worn stamped concrete.

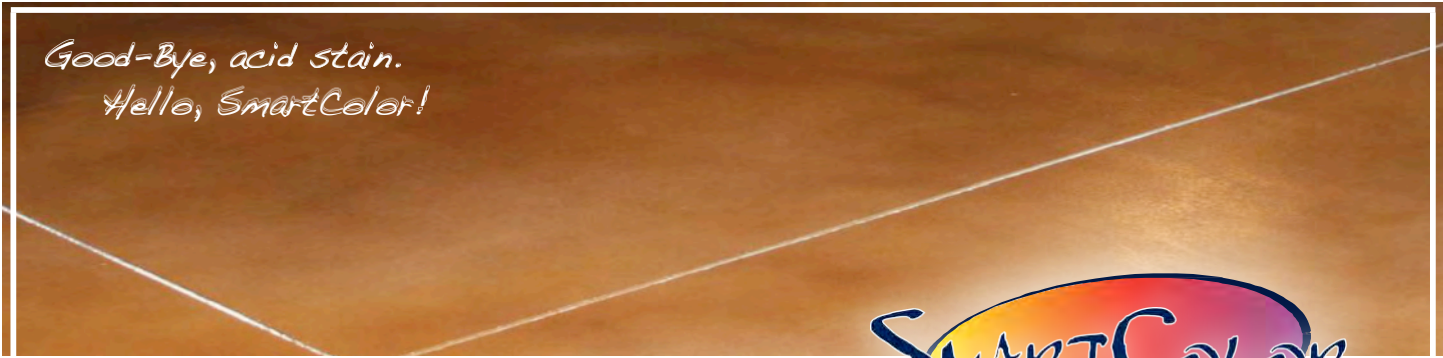


AFTER: Solid Color Stain base & TiqueWash.

IMPORTANT: Colors are for reference purposes only. They are approximate and, as close as possible, represent sealed areas of relief on textured or stamped concrete where TiqueWash will puddle and dry to achieve its darkest, most concentrated color. NewLook International, Inc. cannot control (and is not responsible for) application methods, job site conditions, finishing techniques, curing methods or other job site variables and, therefore, cannot guarantee the final appearance, adhesion or an exact color match. Texturing or finishing techniques, such as brooming or troweling, the use of sealers and slight color-drifts in raw materials will produce variations in color. **Husbands must receive permission from their wives before selecting a color!**

Download tech info
& training videos
at TiqueWash.com





The Intelligent Choice for Decorating Concrete

A premium water-based, nano-acrylic and semi-opaque concrete color stain. Formulated with advanced nanotechnology, SmartColor offers efficient penetration and tenacious adhesion to a variety of porous substrates. It is alkali, weather and UV light resistant. **The eco-friendly concentrated formula is the safe, user-friendly alternative to hazardous and unreliable solvent or acid-based stains.** SmartColor stains require a top coat sealer and are compatible with many solvent-based, water-based, single and two component products, including but not limited to SmartSeal™ (p. 20), acrylics, epoxies and urethane sealers. SmartColor may be used on concrete or over the ORIGINAL Solid Color Stain.

- ▶ User-friendly
- ▶ Tenacious adhesion
- ▶ Efficient penetration
- ▶ No pot life
- ▶ Fast-drying
- ▶ UV stable
- ▶ Low cost per sq. ft.
- ▶ No special water required



- 4 oz test size (yields 20 ounces) covers 35-50 sq. ft.
- 1 quart (yields 1.25 gallons) covers 250-400 sq. ft.
- 1 gallon (yields 5 gallons) covers 1000-1600 sq. ft.
- 5 gallon (yields 20 gallons) covers 5000-8000 sq. ft.
- 55 gallon container available. Contact NewLook for info.



					
Licorice SC-101	Oyster SC-102	Marshmallow SC-103	Mushroom SC-104	Poppy Seed SC-105	
					
Butter SC-106	Quayle Potatoe SC-107	Brown Sugar SC-108	Kiwi SC-109	Juneberry SC-110	
					
Peach SC-111	Muffin SC-112	Peanut Butter SC-113	Toast SC-114	Hazelnut SC-115	
					
Pomegranate SC-118	Cinnamon SC-129	Milk Chocolate SC-119	Brownie SC-130	Coffee Bean SC-131	
					
Eggplant	Blueberry SC-122	Lime SC-123	Lemon SC-124	Carrot SC-125	Tomato SC-126
					
Metallic Gold SC-132	Metallic Silver SC-133	Metallic Bronze SC-134	White SC-127	Black SC-128	

IMPRESSION PATTERNS™

By  NEWLOOK™

IT'S *NOT* A STENCIL. IT'S *NOT* A STAMP.
IT'S AN IMPRESSION!

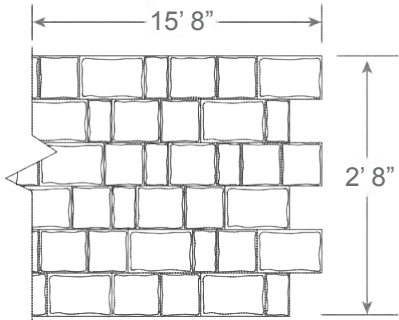
Say good-bye to stamps and stencils! **Impression Patterns™** by NewLook offer an innovative approach to imprinting texture and design into fresh concrete. The heavy-duty, long-lasting polyurethane **Impressions** cost less than traditional stamps and the installation process is much more forgiving. Stock patterns are available, including ashlar, cobblestone, random stone, and brick. You can even customize ANY design. So forget about those one-time use stencils and frustrating stamps. Save yourself time and money—use the revolutionary **Impression Patterns** on your next project!

- *Reusable Polyurethane Material*
- *Forgiving & Innovative Process*
- *Save Time & Money*
- *Customize ANY Pattern & Design*
- *Use on ANY Concrete Surface*
- *Popular Stock Patterns Available*

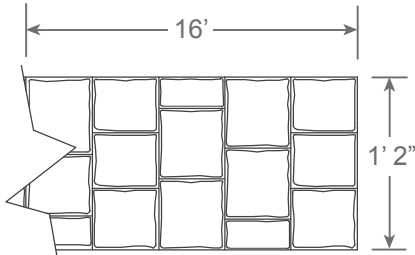
EASY AS 1-2-3!



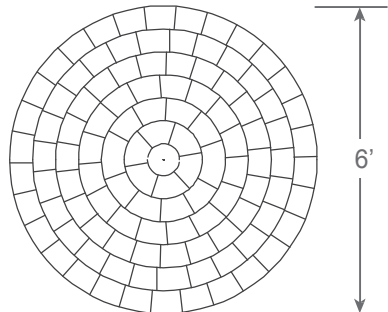
Cobblestone Field



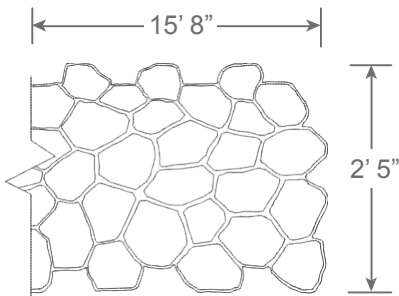
Cobblestone Border



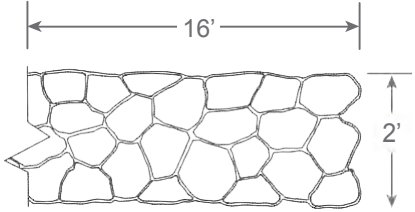
Cobblestone Circle



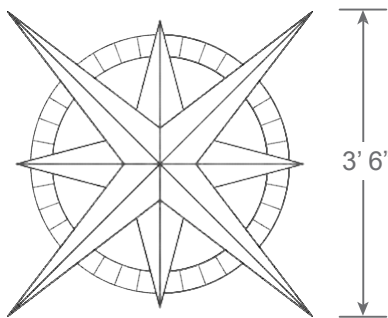
Random Stone Field



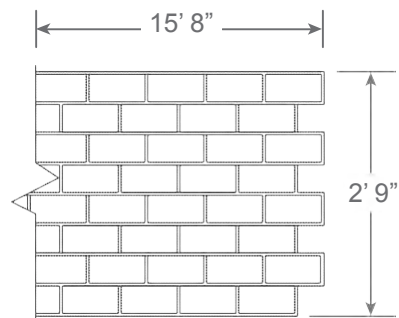
Random Stone Border



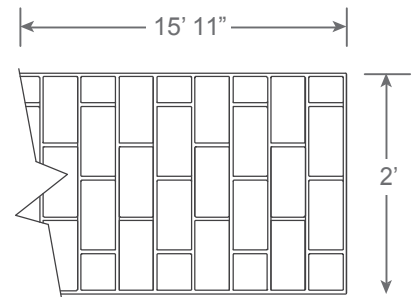
Compass Rose



Brick Field



Brick Border



Customize ANY Pattern

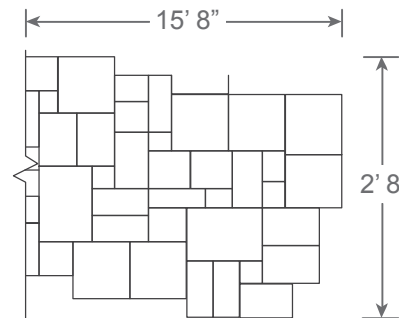
Don't see what you need?

No problem!

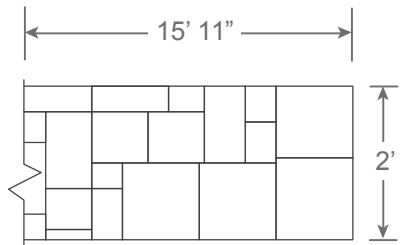
NewLook's stock patterns are growing. Or just send us a file of the pattern or logo you need and we'll make your own personal Impression Pattern!

Contact NewLook for info.

Ashlar Slate Field



Ashlar Slate Border



CEMENT COLOR & Project Photos

PERFECT FOR SMALLER INTEGRAL COLOR PROJECTS!

CEMENT COLOR

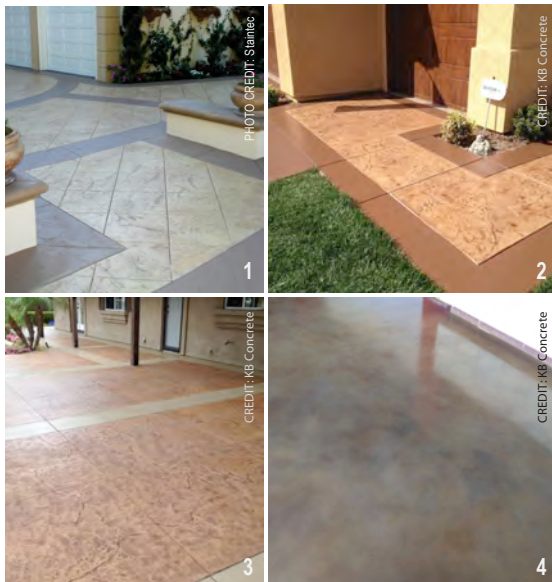
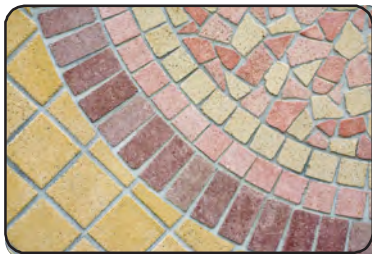
Add gorgeous, natural color to your smaller cement and masonry projects with NewLook CEMENT COLOR. The premium synthetic iron oxide powder is an integral color additive used to create colored concrete and for tinting any concrete mixture. A ready-to use color solution, CEMENT COLOR can be mixed into any 94 lb. bag of cement mixture, or other bag sizes depending on color strength. Refer to the technical data sheet for mixture ratios. Packaged in 1 gallon, 1/2 gallon and 16 oz. containers that include either 8 oz., 1, 2, 3, 4 or 6 lbs. of CEMENT COLOR depending on the color. Refer to the tech data sheet for more information.

- ▶ **Fade-resistant pigment**
- ▶ **Light-fast & durable**
- ▶ **Complies with ASTM C979**
- ▶ **For concrete, masonry, and roof tile mixtures**



Above colors & dosage rates mixed with 94 lb. bag of cement

IMPORTANT: Colors above are for reference purposes only. They are approximate and, as close as possible, represent stained concrete (with a light broom finish) made from Type II gray cement, sand and water at 0.56 water/cement ratio for a 4" slump. Different ingredients, mixing and job site conditions and contractor technique can alter color from these swatches. Surface variation common to uncolored concrete can (and often does) impact colored concrete. We realize no one really reads (or follows) disclaimers, but we still need to remind you that NewLook International, Inc. cannot control (and is not responsible for) application methods, job site conditions, finishing techniques, preparation, curing methods, or other job site variables and, therefore, cannot guarantee the final appearance, adhesion or an exact match. Texture or finishing techniques, the use of sealers and slight color drifts in raw materials can produce variations in color appearance. *Husbands must receive permission from their wives before selecting a color!*

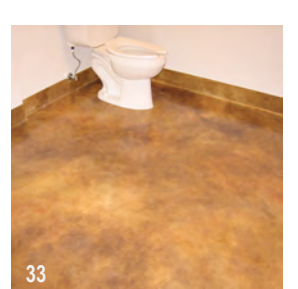
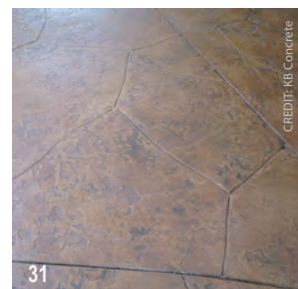
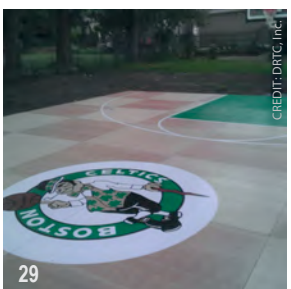
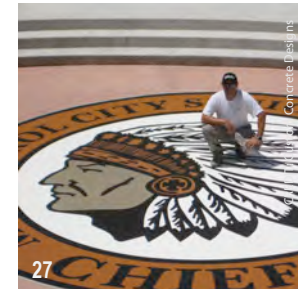
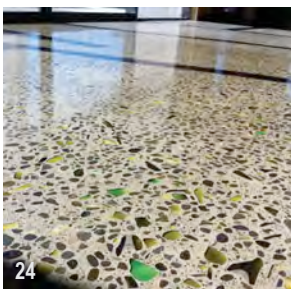
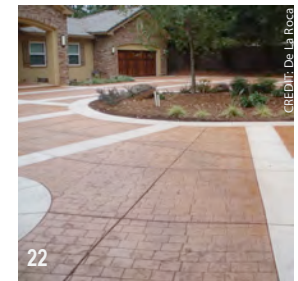
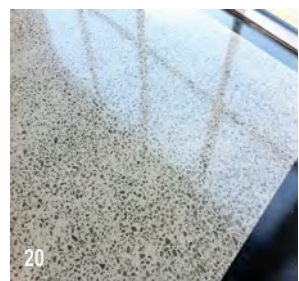
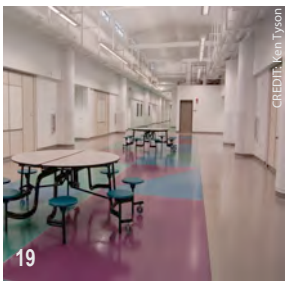
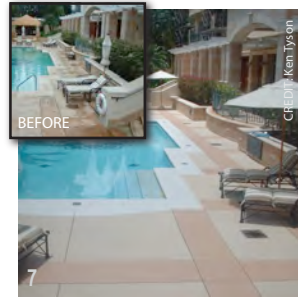
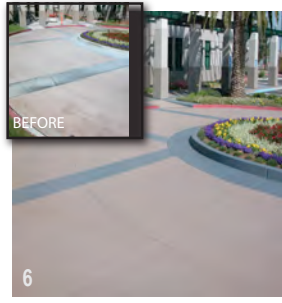


Try these products & colors to achieve results comparable to the projects shown on page 13:

1. Light Wheat (283), Summer Sand (297) Solid Stains & Summer Sand Enhancer
2. Sierra (344), Buffalo Brown (237) Solid Stains & Buffalo Brown Enhancer
3. Sierra (344) Solid Stain & Buffalo Brown (237) Enhancer
4. Milk Chocolate (119), Muffin (112), Toast (114) SmartColors
5. Moonrock (214) Solid Stain
6. Autumn Wood (292), Charcoal (206) Solid Stains
7. Sierra (344), Fresco (291) CoolStain
8. Light Oak (295) Solid Stain
9. Buckskin Suede (212) Solid Stain & Milk Chocolate (119) SmartColor
10. Moonrock (214) Solid Stain
11. Cowboy Dust (225) Solid Stain & Light Oak (295) Enhancer
12. Safety Red (299), Safety Yellow (398), Safety Blue (240) Solid Stains
13. Harvest (286) CoolStain PRO
14. Beach House (233) & Mountain Brown (294) Solid Stains
15. NanoSet Densifier & NanoSet Color
16. Light Gray (275) Enhancer
17. Sunrise (215) Solid Stain & Caramel (213) Enhancer
18. Sierra (344) Solid Stain & Light Oak (295), Buffalo Brown (237), Spanish Clay (293) Enhancers with Boosters
19. Fountain Blue (255), King's Purple (Custom), Powder Green (332), & Fresco (291) Solid Stains
20. NanoSet Polishing System
21. Powder Green (332) Solid Stain & Black (207) Enhancer
22. Caramel (213) Solid Stain & Mountain Brown (294) Enhancer
23. Terracotta (244) Solid Stain & Dark Brown (272) Enhancer with Booster
24. NanoSet Polishing System
25. Sunrise (215) Solid Stain & Charcoal (206), Caramel (213), Fresco (291), Terracotta (244) Enhancers
26. Terracotta (244), Maple (290), Brooke Green (280) WallStain
27. Pumpkin (335), Black (207) & Beach House (233) Solid Stains
28. Licorice (101) SmartColor
29. Lime (123), White (127), Black (128), Mushroom (104) SmartColors
30. Toast (114), Black (128) SmartColors
31. Sierra (344) Solid Stain & Milk Chocolate (119) SmartColor
32. Moonrock (214), Mint (282) Solid Stains
33. Buckskin Suede (212) Solid Stain & Toast (114), Pomegranate (118), Milk Chocolate (115) SmartColors

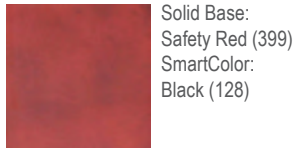
LIKE WHAT YOU SEE?

Page 12 lists the products and colors you can use to achieve finishes and effects comparable to the projects shown here. Contact NewLook directly for detailed information regarding the installation methods and procedures used.

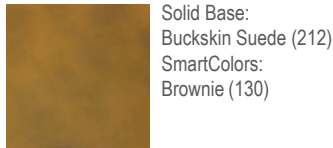


Faux Finishing Color Combinations

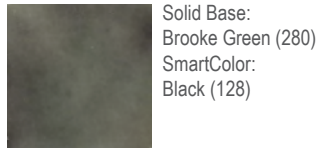
Why fuss with the corrosive mess and unpredictable color of acid stains when you can depend on the color of NewLook's water-based concrete color stains? Reactive stains can be difficult to control since they react with the unique (chemical) properties of concrete; you cannot duplicate the finish or guarantee a color match. But NewLook's water-based, non-reactive ORIGINAL Solid Color Stain™ and SmartColor™ (used together or alone) enable you to easily replicate and match the mottled effects of acid stain or even create your own unique, marketable style of finishes.



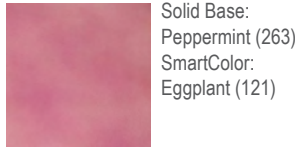
Solid Base:
Safety Red (399)
SmartColor:
Black (128)



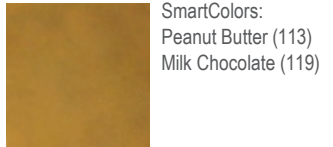
Solid Base:
Buckskin Suede (212)
SmartColor:
Brownie (130)



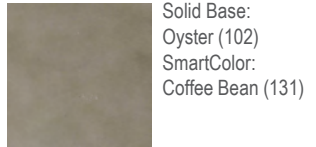
Solid Base:
Brooke Green (280)
SmartColor:
Black (128)



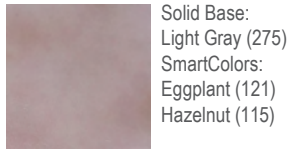
Solid Base:
Peppermint (263)
SmartColor:
Eggplant (121)



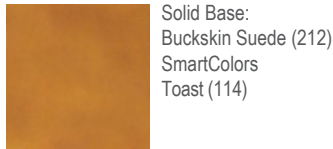
SmartColors:
Peanut Butter (113)
Milk Chocolate (119)



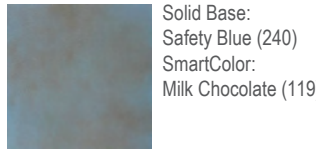
Solid Base:
Oyster (102)
SmartColor:
Coffee Bean (131)



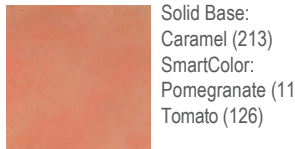
Solid Base:
Light Gray (275)
SmartColors:
Eggplant (121)
Hazelnut (115)



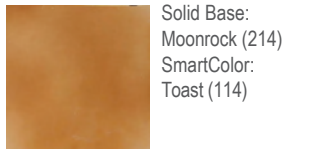
Solid Base:
Buckskin Suede (212)
SmartColor:
Toast (114)



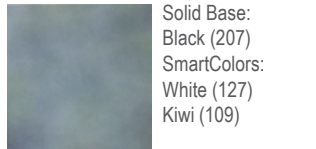
Solid Base:
Safety Blue (240)
SmartColor:
Milk Chocolate (119)



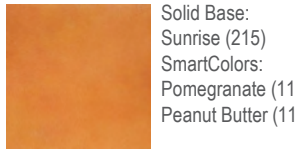
Solid Base:
Caramel (213)
SmartColor:
Pomegranate (118)
Tomato (126)



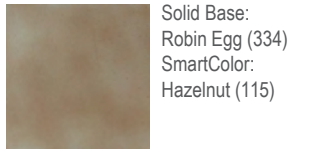
Solid Base:
Moonrock (214)
SmartColor:
Toast (114)



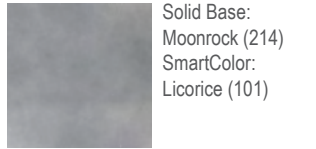
Solid Base:
Black (207)
SmartColors:
White (127)
Kiwi (109)



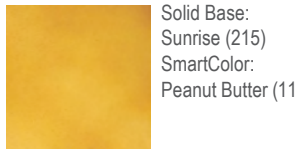
Solid Base:
Sunrise (215)
SmartColors:
Pomegranate (118)
Peanut Butter (113)



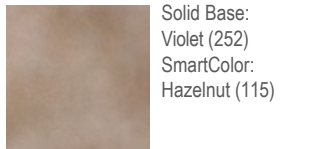
Solid Base:
Robin Egg (334)
SmartColor:
Hazelnut (115)



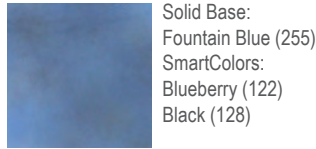
Solid Base:
Moonrock (214)
SmartColor:
Licorice (101)



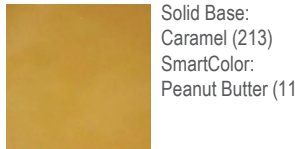
Solid Base:
Sunrise (215)
SmartColor:
Peanut Butter (113)



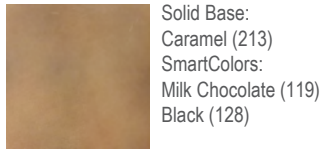
Solid Base:
Violet (252)
SmartColor:
Hazelnut (115)



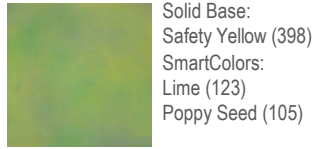
Solid Base:
Fountain Blue (255)
SmartColors:
Blueberry (122)
Black (128)



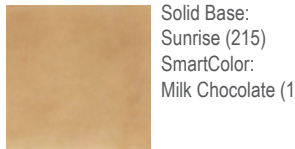
Solid Base:
Caramel (213)
SmartColor:
Peanut Butter (113)



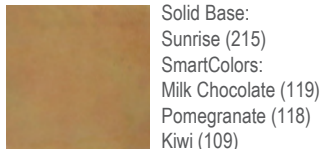
Solid Base:
Caramel (213)
SmartColors:
Milk Chocolate (119)
Black (128)



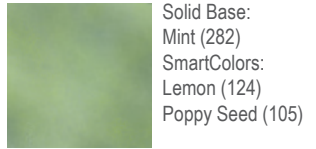
Solid Base:
Safety Yellow (398)
SmartColors:
Lime (123)
Poppy Seed (105)



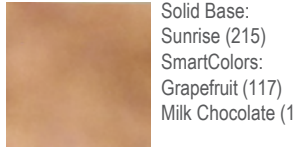
Solid Base:
Sunrise (215)
SmartColor:
Milk Chocolate (119)



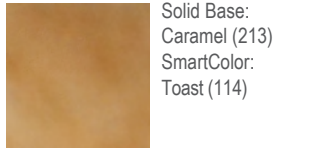
Solid Base:
Sunrise (215)
SmartColors:
Milk Chocolate (119)
Pomegranate (118)
Kiwi (109)



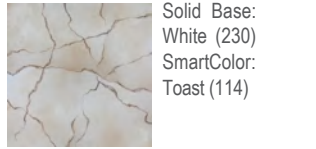
Solid Base:
Mint (282)
SmartColors:
Lemon (124)
Poppy Seed (105)



Solid Base:
Sunrise (215)
SmartColors:
Grapefruit (117)
Milk Chocolate (119)



Solid Base:
Caramel (213)
SmartColor:
Toast (114)



Solid Base:
White (230)
SmartColor:
Toast (114)

SmartColor may be sprayed (with an airless or HVLP sprayer) directly on concrete or over the ORIGINAL Solid Color Stain. These color combinations are a small sample of the endless range of finishes you can create using NewLook's non-reactive and reliable concrete color stains. Generally, begin by installing a Solid Color base and then mist on the listed SmartColors as indicated.



CREATE A MARBLE FINISH, TOO!

- Step 1:** Install Solid Color base: Black (207).
- Step 2:** Install SmartColors Blueberry (122), Poppy Seed (105), & White (127) with a sprayer or brush.
- Step 3:** Install SmartColor White (127) veins using a razor, feather or other tool with a fine tip.
- Step 4:** Take a picture. It will last longer.

SOOO MANY BENEFITS!

- ï Easy to install water-based system
- ï Easily duplicate faux acid effects
- ï Reliable, non-reactive color
- ï Long-lasting & UV-resistant
- ï Use indoors and outdoors
- ï Many opaque & translucent colors
- ï Non-reactive; no acid-free sprayers
- ï No messy clean-up
- ï No neutralizers required

This list represents suggested color combinations only. They are approximate and, as close as possible, represent stained concrete with a smooth or light broom trowel finish. When choosing colors, use the appropriate NewLook color selection guide for more accurate matching.

NewDeck with CoolStain Technology

NewDeck™
With **CoolStain™** Technology

- ▶ Revolutionary formula cools treated surfaces by up to 40° F (4.4° C)
- ▶ Environmentally friendly, water-based stain
- ▶ Protective weatherproofing formula repels water
- ▶ Resists mold, mildew and fungus
- ▶ Rich, gorgeous and natural color finish, including a white wood stain (Birch)

NewDeck™ with CoolStain™ Technology is an infrared reflective wood stain that reduces the surface temperature by up to 40° F. This environmentally friendly wood stain treatment makes decks more comfortable to walk on, protects fences from the harsh infrared rays of the sun, and helps reduce energy consumption when used on shake roofs or wood siding. NewDeck's patent pending, water-based formula includes water-repelling sealer technology for a long-lasting finish. **The ready-to-use solid color formula may be diluted with water to achieve more transparency.** Use NewDeck to restore the finish and reduce the surface temperature of wood and composite surfaces, such as Wood Decks, Railings, Roof Shakes, Wood Shingles, Siding, Roofs, Fences, and Wood Patio Furniture.



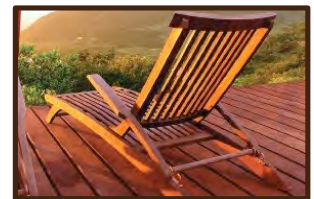
Available in 1 qt. & 1 gallon containers. Coverage rate is approx. 75 – 125 sq. ft. (7 – 12 sq. m) per quart.



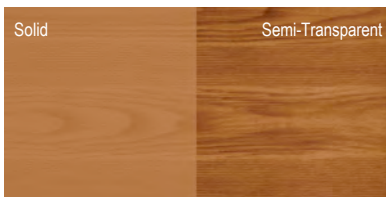
Fence



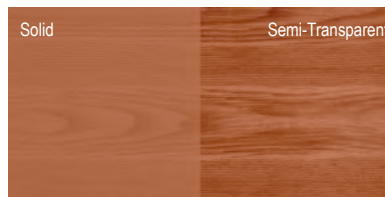
Shake



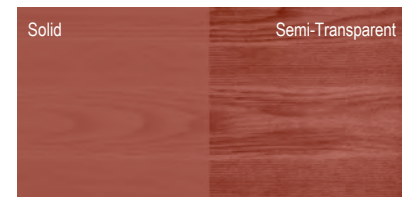
Furniture



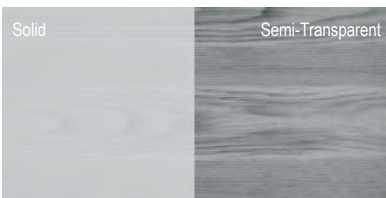
Golden Cedar 403



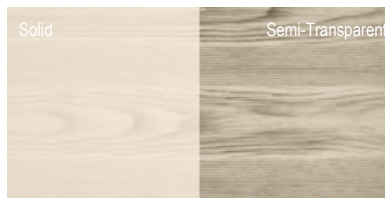
Summerwood 402



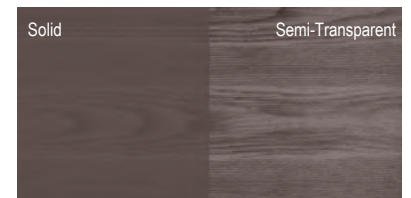
Redwood 401



Tabitha Gray 404



Birch 406



Black Walnut 405

NanoSet Polishing System

Take your architectural concrete to the next level with the NanoSet™ Polishing System of densifiers, sealers, cleaners and water-based dyes that leverages all the sustainable advantages of polished concrete flooring. NanoSet products are highly economical and unmatched in durability and reliability. And it can help you achieve phenomenal results for both new and existing concrete. **WARNING:** It's impossible to stop staring at the sustainable shine of a NanoSet-polished floor!



NANOSET™
DENSIFIER NS

A revolutionary blend of reactive nano-silica that penetrates concrete deeply to increase surface density and hardness. The water-based formula has concentrated nano-sized silica particles (5–30 nm) with a pH of 9.5 that bond with existing cementitious components, offering incredible protection and longevity. Used for polishing. Use prior to installing NewLook stains to improve the stain's bond with the substrate. Concentrate. **Available in 1, 5 and 55 gallon containers. Diluted gallon treats 200-600 sq. ft.**



NANOSET™
DENSIFIER LI

An effective blend of reactive lithium silicate that penetrates concrete to increase surface density and hardness. The water-based formula has a pH of 10.8 and helps preserve the structural integrity of concrete during the polishing process, offers strong protection, and provides longevity to the performance of the substrate. Concentrated formula. **Available in 1, 5 and 55 gallon containers. Diluted gallon treats 200-600 sq. ft.**

- ▶ Immediate, efficient reaction
- ▶ No white residue removal
- ▶ Fast-drying
- ▶ Water-based & eco-friendly
- ▶ Non-caustic; more neutral pH
- ▶ Penetrating sealer
- ▶ Very inexpensive



INCREDIBLY EFFICIENT CHEMICAL REACTION!



NANOSET™
PROTECTOR

An advanced burnishable sealer / finishing conditioner formulated to enhance and condition polished floors. It is also a nano-silica based formula enhanced with unique liquid-repellent particles to provide extra repellency against accidental staining from spills. When burnished at high speeds, it adds vibrancy to NanoSet Color, integrally pigmented, stained or dyed concrete, creating a slight "wet look" that further enhances the aggregate exposed during the polishing process. It is particularly useful against mild acids and in environments where food is prepared. NanoSet Protector can be easily maintained with the NanoSet Cleaner or easily re-applied without stripping the previous coat. **Available in 1, 5 and 55 gallon containers of concentrate. Diluted gallon treats 2,000 square feet.**

An advanced burnishable sealer / finishing conditioner formulated to enhance and condition polished floors. It is also a nano-silica based formula enhanced with unique liquid-repellent particles to provide extra

- ▶ Protects polished concrete
- ▶ UV stable
- ▶ Water-based & eco-friendly
- ▶ Strong repellency
- ▶ Low cost per sq. ft.
- ▶ Adds shine & enhances color



HELPS PROTECT DYES FROM UV



NANOSET™
CLEANER

A powerful cleaning solution that combines phenomenal cleansing action with the strengthening properties of nano-silica. It is a water-based, non-corrosive concentrate cleaner that removes surface dirt and soil from architectural concrete floors, particularly polished concrete. NanoSet Cleaner perpetually fortifies polished concrete surfaces by introducing nano-silica into the substrate as it cleans. Designed to be used with "auto scrubbing" machines as part of regular building maintenance for maximum value. **Available in 1, 5 and 55 gallon containers of concentrate. Diluted gallon treats 2,000 square feet.**

A powerful cleaning solution that combines phenomenal cleansing action with the strengthening properties of nano-silica. It is a water-based, non-corrosive concentrate cleaner that removes surface dirt and soil

- ▶ Cleans polished concrete
- ▶ Minimizes dulling of finish
- ▶ Strengthens and cleans
- ▶ Used in auto-scrubbers
- ▶ Low cost per sq. ft.



NanoSet Color Liquid Dye



An advanced liquid dye concentrate that adds gorgeous, vibrant color to interior concrete. The water-based formula is a proprietary blend of penetrating agents that create a durable, fast-drying color. NanoSet Color may

be diluted with NanoSet Densifier, water or a water-acetone mix to create a translucent finish. Seal with compatible sealers. While NanoSet Color may be used as a colorant for a variety of porous substrates and finishes, it is commonly used in conjunction with the NanoSet Polishing System. **Available in 8 oz and 32 oz containers of dye concentrate. Covers approximately 500-700 square feet per diluted gallon.**

- ▶ Penetrating & fast-drying
- ▶ Eco-friendly
- ▶ Mixes & applies quickly
- ▶ Many popular colors
- ▶ Mix and blend colors
- ▶ OK to transport by air



Jet Stone (NS-101)



Montana (NS-102)



Sapphire (NS-103)



Emerald (NS-104)



Dark Quartz (NS-107)



Amethyst (NS-109)



Ruby (NS-108)



Jade (NS-105)



Sunstone (NS-112)



Citrine (NS-106)



Tiger's Eye (NS-111)



Earth Opal (NS-115)



Fire Opal (NS-110)



Agate (NS-116)



Smokey Quartz (NS-114)

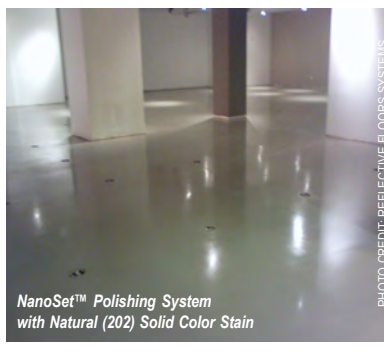


Tourmaline (NS-113)

What Makes NewLook's Nano-Silica Revolutionary?

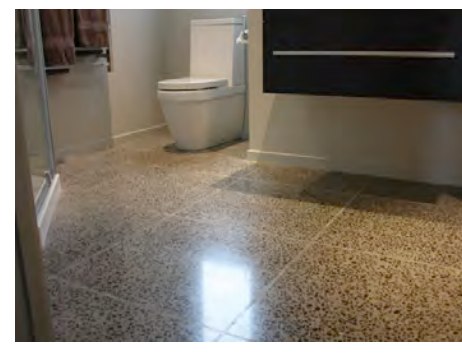
- ï More reactive sites yield most efficient reaction
- ï No white residue removal required
- ï Non-caustic; more neutral pH formula
- ï Rescues damaged and soft concrete
- ï Efficiently builds up surface density
- ï Smaller molecular ion = deep penetration

NanoSet Color swatches are approximate and, as close as possible, represent dyed concrete with a flat troweled or polished finish. NewLook cannot control (and is not responsible for) application methods, slab color, or other job site conditions and, therefore, cannot guarantee the final appearance or an exact match. Actual color results may vary.



NanoSet™ Polishing System
with Natural (202) Solid Color Stain

PHOTO CREDIT: REFLECTIVE FLOORS SYSTEMS



NanoSet™ Color



Watch
This
Project



EffLock Efflorescence-Curing System

EFFLOCK™

- ▶ Cures & Stops Efflorescence Permanently
- ▶ Improves Density & Green Cure Strength
- ▶ Stabilizes & Brightens Integral Colors*
- ▶ Enhances Uniformity; Reduces Pinholes
- ▶ Eco-Friendly, Waterbased Formula
- ▶ Use with Pre-Cast, Brick, Block, Stucco

**GUARANTEED*
TO PREVENT
EFFLORESCENCE**

Efflorescence is the dandruff of concrete and EffLock is the *Head & Shoulders™* you need to prevent it. Permanently!

EffLock is a truly revolutionary efflorescence-curing system that is **guaranteed*** to stop both primary and secondary efflorescence in concrete and masonry. The water-based, nanofusion formula reacts with and permanently binds concrete chemical impurities at the nano-molecular level. This prevents the leaching of efflorescent salt for the life of the concrete, resulting in enhanced concrete performance. EffLock is not a waterproofing sealer, rather it's unique chemistry use hydrogen to convert chlorides and other contaminants into harmless matter. *See TDS for guarantee information.



EffLock Liquid Admixture

An efflorescence-curing liquid additive for cement and masonry mixtures that permanently stops both primary and secondary efflorescence. Guaranteed. Use in concrete, masonry, brick, block, mortar, pre-cast and poured-in-place concrete. For best results, mix into the (batch) water before mixing with cement. Works with pre-cast, brick, block, pavers, stucco & more! Mix 8 oz – 10 oz (237 mL – 296 mL) per each 100 lbs of cement. Packaged in 16 oz, 1, 5 and 55 gallon containers.



EffLock Powder Admixture

An efflorescence-curing powder additive for cement and masonry mixtures that permanently stops both primary and secondary efflorescence. Guaranteed. Use in concrete, masonry, brick, block, mortar, pre-cast and poured-in-place concrete. Works with pre-cast, brick, block, pavers, stucco & more! Mix 4 oz – 5 oz (119 mL – 148 mL) per each 100 lbs of cement. Packaged in 32 oz, 1, 5 and 55 gallon containers.

- ▶ Cures & stops efflorescence
- ▶ Improves density & green cure strength
- ▶ Enhances concrete uniformity
- ▶ Stabilizes integral color



EffLock Efflorescence Remover

A fast-acting, water-based cleaner used to remove efflorescence from existing concrete and masonry surfaces. Attacks sodium chloride deposits (efflorescence) to make it easier to clean off; included metal protectors make EffLock Efflorescence Remover safe to use on metal and equipment. Use before treating concrete and masonry with EffLock Topical Treatment. Covers approximately 200 sq. ft. / gallon. Packaged in 32 oz Spray, 1, 5 and 55 gallon containers.

- ▶ Ready-to use solution
- ▶ Removes efflorescence
- ▶ Strong etching properties
- ▶ Safe for metals & equipment
- ▶ Non-hazardous
- ▶ Use before EffLock TT

PermiPlate™ OIS

A revolutionary modified hybrid polyurethane. The two-component eco-friendly formula has no isocyanates (highly toxic chemicals commonly used in polyurethanes), making it the safe, eco-friendly alternative to toxic two-part top coats. PermiPlate OIS combines the elasticity of a polyurethane with the durability of an epoxy. In fact, it's **twice as durable, has 15% greater adhesion and is 28 times less porous than conventional polyurethanes!** Used to protect indoor concrete surfaces from heavy wear and tear, PermiPlate OIS is ideal for industrial and commercial buildings, garages, chemical plants, warehouses, monolithic flooring or civil, industrial and military marine applications. **Available in 1 and 3 gallon container kits. Gloss finish. Coverage rate for unsealed surfaces is approximately 160 square feet per mixed gallon at 10 mils thick.**

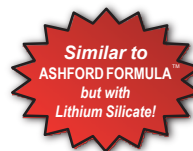
GREEN POLYURETHANE WITH NO ISOCYANATES!

- ▶ Self-priming
- ▶ Self-leveling
- ▶ Eco-friendly
- ▶ VOC compliant
- ▶ Versatile applications
- ▶ Indoor grade solution
- ▶ Incredible durability, adhesion, density & elasticity



DRIVEHARD™ PRO

A professional grade concrete and masonry weatherproofer and fortifier. The patent-pending silicate / lithium silicate formula creates a breathable, more durable and highly water repellent surface. It penetrates deep into the surface to create a chemical bond helps prevent damage from many common problems, including repeated freeze-thaw cycles, spalling, dirt pick-up and dusting. DriveHard PRO leaves a natural-looking finish that does not create a film or change the surface texture or color. Use DriveHard PRO to winterize your customers' concrete! **Available in 1, 5 and 55 gallon containers. Covers approx. 200 sq. ft. per gallon.**



- ▶ Advanced penetrating sealer & densifier
- ▶ Fortifies concrete & masonry
- ▶ Excellent water-repellent properties
- ▶ Prevents many common concrete problems
- ▶ Protects from water-borne salt damage & erosion



ProtéShield™

A water-based inorganic elastomeric siloxane coating designed to penetrate, seal and protect porous surfaces from water and other liquids. Excellent durability and temperature resistant, ProtéShield waterproofs, winterizes and protects concrete, pavers, drywall, GFRC, gypsum, stone, tile, ceramics, foam, veneer, overlays, asphalt, wood and most types of metal (e.g. copper, steel, iron). Ideal for large commercial or residential applications. Helps prevent penetration of contaminants that create mold, mildew growth and pollution damage. Very long-lasting. **Available in 1, 5 and 55 gallon containers. Coverage rate for unsealed surfaces is approximately 200 square feet per gallon.**

- ▶ Excellent waterproofer, yet breathable
- ▶ Excellent temperature resistance
- ▶ Abrasion, chemical resistance
- ▶ Eco-friendly, VOC compliant
- ▶ Excellent elasticity
- ▶ Versatile applications
- ▶ Great pool deck sealer!



HydroHalt™

Protect and preserve your below grade surfaces using HydroHalt, a high quality water and vapor barrier membrane. HydroHalt's water-based, bituminous asphalt formula waterproofs and retards vapor transmission for concrete, masonry, brick, block, wood, metal and other subterranean surfaces. Non-toxic, non-hazardous and non-flammable (VOC compliant). Prevents water intrusion damage for foundation infrastructure, walls, decks, and water retention structures (e.g. dams). Use with mesh for repairing cracks and joints. **Available in 1 and 5 gallon containers. Covers approx. 28 sq. ft. per gallon at 60-mils wet (to achieve 40-mils cured) or 19 sq. ft. per gallon at 90-mils wet (to achieve 60-mils cured).**

- ▶ Both vapor & water barrier
- ▶ Apply to green or damp surfaces
- ▶ Excellent elongation and elasticity
- ▶ Good tensile strength
- ▶ Exceptional bonding properties
- ▶ Not affected by ponded water
- ▶ Repairs cracks, joints and spalling with mats or mesh material
- ▶ Easily applied by roller, brush or sprayer



Surface Protection & Maintenance

Concrete must be maintained. Using NewLook's premium grade maintenance and protective solutions will enable you to easily and cost-effectively protect your concrete. **Note:** NewLook coatings are meant to be used by professional installers who are trained in the use of these products.



SmartSeal™ AU-25

A 25% solids, water-based, nano-acrylic urethane sealer designed for use over NewLook concrete color stains, properly prepared concrete floors, and other new or old concrete and masonry surfaces. SmartSeal AU-25's proprietary formula dries quickly and creates a strong, protective, blush resistant film. Once cured, SmartSeal AU-25 has excellent abrasion and chemical resistance; it also resists hot-tire, rain, UV, most common household chemicals, oil and grease. Use for both indoor and outdoor applications.

Available in 1 and 5 gallon containers. Satin & gloss finishes available. Coverage rate is approximately 200 – 400 sq. ft. (19 – 36 sq. m) / gallon on unsealed surfaces and approximately on 400 – 600 sq. ft. (36 – 56 sq. m) / gallon on sealed surfaces.

SmartSeal™ AU-34

A 34% solids, water-based, nano-acrylic urethane sealer designed for use over NewLook concrete color stains, properly prepared concrete floors, and other new or old concrete and masonry surfaces. SmartSeal AU-34's proprietary formula dries quickly and creates a very strong, protective, blush resistant layer. Once cured, SmartSeal AU-34 has excellent abrasion and chemical resistance; it also resists hot-tire, rain, UV, most common household chemicals, oil and grease. Recommended for surfaces where moisture entrapment is less critical.

- ▶ Tougher than water-based acrylics
- ▶ Cross-links like a 2-component sealer
- ▶ Strong blush (whiting) resistance
- ▶ Excellent resistance to abrasion, chemicals, & hot tire pick-up
- ▶ Non-yellowing
- ▶ < 100 g/L VOC



SmartSeal™ WB

A high-quality water-based nano-acrylic sealer designed for use over NewLook concrete color stains, properly prepared concrete floors, pool decks and other new or old concrete and masonry surfaces. SmartSeal WB's proprietary, low solids (22%) formula dries quickly and creates a breathable protective layer that is blush resistant. Once cured, SmartSeal WB has good abrasion and chemical resistance; it also resists rain, UV, most common household chemicals, oil and grease. Stain over SmartSeal WB with NewLook stains.

Available in 1 and 5 gallon containers. Matte, satin & gloss finishes available. Coverage rate is approx. 200 – 400 sq. ft. (19 – 36 sq. m) / gallon on unsealed surfaces and approx. on 400 – 600 sq. ft. (36 – 56 sq. m) / gallon on sealed surfaces.

- ▶ Use indoors & outdoors
- ▶ Great general purpose sealer
- ▶ Stainable with NewLook stains
- ▶ Good chemical resistance
- ▶ Good hot tire resistance
- ▶ Eco-friendly; VOC compliant
- ▶ Non-yellowing
- ▶ Strong blush (whiting) resistance



NewLook **Gription** slip resistant additive is a micronized polymer that's stirred into NewLook sealers and coatings for slip resistance, fine texturing and gloss reduction. Use Gription to increase traction on damp or sloped (concrete) surfaces subject to slipperiness. It easily mixes into

SmartSeal™, paints, and other decorative coatings because of its low absorption and high resistance to solvents. Its low density allows a more consistent suspension in thin materials, such as

stains and sealers. Available in a 3.4 ounce unit (mixed into 1-gallon containers of product) and 1 pound unit (mixed into 5-gallon containers of product).



Surface Protection & Maintenance

NewLook 100% Epoxy

A heavy-duty, chemical resistant, two-part **epoxy** top coat sealer that has 100% solids content. 100% Epoxy is a fast-setting industrial coating used to seal, waterproof, and protect (stained or unstained) concrete surfaces from water, oils, strong acids and many organic or inorganic solvents. Commonly used on concrete floors, countertops, packing plants, hospitals, restaurant kitchens, retail stores, and overlay systems. It may be used with or without aggregate and is designed to provide incredibly strong chemical and abrasion resistance. Used by professional installers. **The 2-part (A & B) kit is packaged with 2 gallon units of A and 1 gallon unit of B. Mixed kit yields 3 gallons. Approximately 100 - 225 square feet per mixed gallon.**



- ▶ 100% solids
- ▶ Fast-setting
- ▶ Crystal clear
- ▶ Tensile strength: 10,000 psi
- ▶ Flexural strength: 24,000 psi
- ▶ Compression strength: 19,000 psi
- ▶ Excellent chemical resistance
- ▶ Ideal for interior flooring applications

DuraCoat™

A heavy-duty, chemical resistant, two-part **epoxy-urethane** top coat sealer with a long pot life (6–8 hrs.), excellent flexibility, and resistance to impact and wear for garage and industrial floors. The solvent-based formula has approx. 56–72% solids depending on color. Used to seal, waterproof, and protect (stained or unstained) concrete surfaces from water, oils, strong acids and many organic or inorganic solvents. Commonly used to protect chemical storage, fuel & water tanks, pipe linings, and other mechanical construction. **The 2-part (A&B) kit is mixed 1 part A to 1 part B. Available in 1 gallons kit (yields 2 gallons) or 5 gallons kit (yields 10 gallons). Approx. 250-350 sq. ft. / gallon depending on surface porosity.**



- ▶ 70% solids
- ▶ Long pot life
- ▶ Excellent chemical, abrasion resistance
- ▶ Ideal for industrial floors, fountains, pools, etc.
- ▶ Available in light & dark blues, concrete gray, black, white, clear & tile red

Send a **CLEAR** Message to Vandals with...

GRAFF-X™

HIGH PERFORMANCE ANTI-GRAFFITI SOLUTIONS



GRAFF-X WB™

Permanent anti-graffiti coating that protects many surfaces from graffiti and paint. The premium water-based formula leverages advanced polymeric non-fusion technology that penetrates deeply and creates a clear, breathable film for long-lasting protection. Graffiti may be removed from **Graf-X WB** several times before re-coating is necessary. Applications

include concrete, exposed aggregate, brick, masonry blocks, natural stone and other porous surfaces. **Available in 1, 5 & 55 gallon containers. Covers approx. 100 sq. ft. per gallon. Apply with standard low pressure sprayer equipment. Clean with Graf-X Cleaner.**



GRAFF-X CLEANER™

Fast-acting graffiti and paint remover. The water-based, diodegradable formula is more eco-friendly and works faster than most solvent-based graffiti removers; **Graf-X Cleaner** attacks and breaks down the molecular bond between paint and the surface—making it easier to spray and wipe graffiti off **Graf-X WB**, unpainted surfaces, and other permanent anti-graffiti coatings. Safely cleans concrete, stucco, natural stone, rock, tile, fiberglass, aluminum, stainless steel, plastic, plexiglass, brick and other masonry surfaces. **Available in 32 oz. spray bottle, 1 & 5 gallon containers. Coverage varies with method of application.**



**SmartSeal
WB
SmartSeal
AU**

**Graf-X
WB**

**HydroHalt
It**

ProtéShield

DriveHard PRO

**NanoSet Densifier NS
NanoSet Densifier Li**

Water-based nano-acrylic top coat sealer for protecting decorative concrete stains, coatings and other porous masonry surfaces. SmartSeal AU also includes urethane and either 5% or 34% solids content.

Permanent (non-sacrificial) anti-graffiti coating. Water-based polymeric nano-infusion based formula seals and protects vertical masonry surfaces from graffiti & paint.

Ambient cure

Water-based bituminous asphalt, rubber silicone membrane. Creates a water and vapor barrier membrane that completely retards moisture & vapor transmission for below grade (subterranean) surfaces.

Not affected by ponded water; Repairs cracks, joints and spalling with mats or mesh material

Water-based, inorganic elastomeric concrete waterproofing sealer (non-reactive) with remarkable adhesion. Protects many porous architectural surfaces from water & liquids, including concrete, brick, stucco, and wood.

Nano-acrylic & Urethane

Modified Polymer

WB: 22% Solids
U: 25% or 34% Solids

45% Solids

WB: Matte, Satin & Gloss
U: Satin & Gloss

Satin finish

Unsealed = 200-400 sf/gal
Sealed = 400-600 sf/gal

+/- 100 sf/gal

VOC < 100 g/L

VOC < 2 g/L

Install with sprayer, brush or paint roller

Install with low pressure sprayer (wet on wet)

Initial Cure: 1-2 hrs.
Final Cure: 7-10 days

Initial Cure: 2 hrs.
Final Cure: 24-48 hrs.

Exterior & interior surface protection; Excellent bluish & early water resistance; May be applied to damp concrete surfaces; Good oil-tire pickup resistance; Early mold resistance; reduces dirt pickup; Non-yellowing; Strong UV-resistance; Resistant

Breathable, UV-resistant and non-yellowing; Excellent penetration on porous surfaces; Suitable for painted surfaces; Mold and salt-air resistant; Great chemical and abrasion resistance; Long-lasting protection for all types of vertical surfaces;

Rubber Silicone

70% Solids

Black

28 sf/gal @ 60-mils wet (40-mils cured) -- 19 sf/gal @ 90-mils wet (60-mils cured)

VOC 0 g/L

Install with airless sprayer (wet on wet)

Initial Cure: 30 min.
Final Cure: 24-48 hrs.

Performs as a vapor and water barrier; Apply to green or uncured concrete and to damp surfaces; Non-hazardous, non-toxic and non-flammable (VOC Compliant); Excellent elongation and elasticity; Good tensile strength;

Polysiloxane Silicone

6%-8% Solids

Satin finish

+/- 200 sf/gal

VOC 0 g/L

Install with sprayer, brush or roller (wet on wet)

Initial Cure: 1-2 hrs. Final Cure: 24-48 hrs.

Breathable, impermeable water barrier; Excellent temperature resistance to extreme temperatures from -65° F to 400° F; Abrasion & chemical resistance; Eco-friendly & VOC compliant; Excellent elasticity (up to 400%); Prevents treated surface from freeze thaw, cracking & spalling

RO-grade concrete and masonry weatherproofers and hardeners. Water-based nano-silica / lithium silicate formula penetrates deep into the surface & chemically reacts to create a very strong chemical bond that helps prevent damage.

Nano-Silicone / Lithium Silicate

18-25% Solids

N/A

1-200 sf/gal

VOC 0 g/L

Install with sprayer or brush (wet on wet)

Initial Cure: 1-2 hrs.
Final Cure: 24-48 hrs.

Breathable, UV-resistant and non-yellowing; Excellent penetration on porous surfaces; Suitable for painted surfaces; Acid and salt-air resistant; Great chemical and abrasion resistance; Long-lasting protection for all types of vertical surfaces; Water-based VOC compliant; Ambient cure; Strong water-repellency

Water-based nano-silica (NS) or lithium silicate (Li) densifiers. Permanently bonds concrete chemicals to improve surface density and hardness (during polishing process). Offers strong protection, longevity & improves coating bond.

Amorphous Nano-

Silica 18% Solids (NS)
25%-30% Solids (Li)

N/A

300-600 sf/diluted gallon

VOC 0 g/L

Install with sprayer or brush (wet on wet)

Initial Cure: 1-2 hrs.
Final Cure: 7-10 days

Use for concrete polishing; The NS is more eco-friendly & pH neutral (9.5) than competing densifiers; Protects from spalling & chalking; NS improves adhesion for coatings & decorative stains; Fills capillaries; Creates permanent bond making concrete harder/less prone to dusting; Helps reduce rubber tire marks; Will not discolor or blush

Sundries & Pass-Along-Card

Liquid Waste Absorbent

A fast-acting, powerful absorbent that quickly turns liquid into a solid for environmentally safe disposal. Most landfills do not accept waste in a liquid form so, Mr. Eco-Conscious Liberal, save yourself time and money by simply adding this product to your bucket of left-over material. Solidifies liquid waste, oil, chemical spill, unused water-based stains, paints, and sealers in just moments! Perfect for containing job site oil spills. Keep a bucket in your truck for annoying spills that would kill valuable productive hours. **Available in 1 gallon or 5 gallon containers. Only 5 oz. is needed solidify up to 1 gallon of liquid.**

Product Mixers

Our decorative concrete paint mixer makes it easy to thoroughly blend NewLook's decorative concrete stain, especially the ORIGINAL Solid Color Stain and CoolStain PRO. Just attach the mixer's manly steel shaft to a power drill, submerge the cage into the concrete stain or product material and mix like there's no tomorrow! Available in small and large cage



ROLLER EZ KLEEN™

Preserve the useful life of your paint roller covers with Roller EZ Kleen by NewLook, a must-have paint roller cleaning tool for all contractors. Simply attach Roller EZ Kleen to a standard cordless drill, slip your roller cover onto the other end of Roller EZ Kleen, and then spin the soiled paint cover in a 5 gallon bucket to quickly remove the paint. [Note: this is the moment when you begin to realize what a money-saving genius you are.] The industrial strength aluminum bar resists wobbling. Use Roller EZ Kleen to clean sealers, stains, paints and other coatings from rollers without ruining your clothes. Then look yourself in the mirror and say with a wink, "You did good today, my friend."



← 24" of Money-Saving Awesomeness!

- ▶ No-mess roller cleaning
- ▶ Quickly removes paint
- ▶ Preserves roller covers
- ▶ Use with any roller
- ▶ For up to 100 rollers

NewLook Applicator Brush

An industrial-grade, flag-tipped brush used to install NewLook's concrete color stains. The soft, dense bristles make it the most effective tool for installing the ORIGINAL Solid Color Stain™, CoolStain™ PRO, and its the only one NewLook recommends or warrants. **Available in 4" round, 8", 10", 18" and 24" long sizes.**



HEY, CONTRACTORS!

Need Referrals?

Tear out the pass-along card for your customers; ask them to share the good news about your services and NewLook's products by sticking it in the hands of their friends and family. It's a polite way of saying, "Hey, your ugly concrete needs a makeover. You seriously need to get NewLook!"

Don't forget to customize it by adding your specific company and contact information in the appropriate blank spaces.

TEAR HERE



Let us restore and enhance your curb appeal so you can *really* give your neighbors something to talk about!

- Fully trained staff
- Superior service quality
- Only the best products used

SPECIAL OFFER!



CALL TODAY
For a **FREE** Quote!

Call us today! Our experienced professionals will quickly restore the image of your concrete.

We specialize in decorating

- ▶ Driveways
- ▶ Patios, Porches & Stairs
- ▶ Garage Floors
- ▶ Pool Decks
- ▶ Walkways & Sidewalks
- ▶ Interior & Exterior Surfaces



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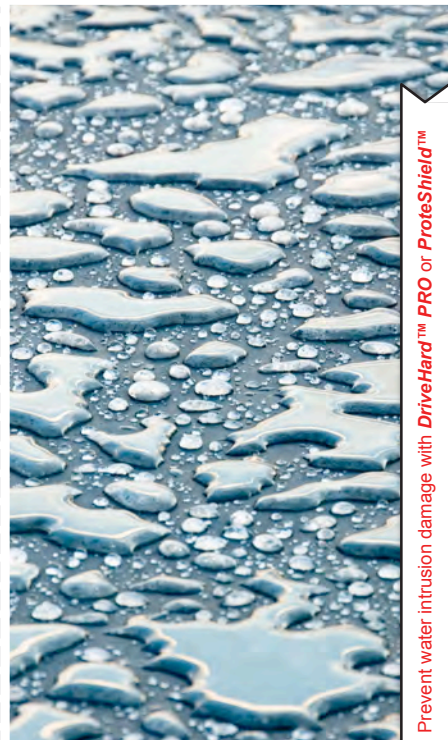


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*The way your property looks is important to you.
Let us help you show it.*



Prevent water intrusion damage with **DriveHard™ PRO** or **ProteShield™**

Besides, your grass deserves a beautiful neighbor.