



The Intelligent Choice for Decorating Concrete

A Product Of NEWLOOK

COLOR SELECTION CHART

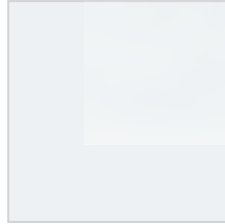
SmartColor™ is a premium water-based, nano-acrylic stain developed to decorate, restore and revitalize concrete and masonry floors. Formulated with advanced nano-technology, SmartColor offers tenacious adhesion to a variety of porous surfaces. The environmentally-friendly formula is the safe, user-friendly alternative to hazardous and unreliable solvent and acid-based stains. Industry standard colors available, including SC-127 White and SC-128 Black. See reverse for more information or visit www.GetNewLook.com.



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



Canteloupe
SC-116



Grapefruit
SC-117



Pomegranate
SC-118



Milk Chocolate
SC-119



Molasses
SC-120



Eggplant
SC-121



Blueberry
SC-122



Lime
SC-123



Lemon
SC-124



Carrot
SC-125



Tomato
SC-126

The colors shown are approximate and, as close as possible, represent concrete with a flat-troweled finish. NewLook International, Inc. cannot control (and is not responsible for) preparation and application methods, jobsite conditions, finishing techniques, curing methods or other jobsite variables and, therefore, cannot guarantee the final appearance, adhesion or an exact color match. Texturing or finishing techniques, the use of sealers and slight color drifts in raw materials can produce variations in color. NewLook strongly recommends representative jobsite samples or site mock-ups prior to installation. Please read the technical data sheet and use common sense.

Product Description

Restore, decorate and revitalize your concrete and masonry floors using NewLook's **SmartColor™**, a premium water-based, nano-acrylic stain. Formulated with advanced nano-technology, SmartColor offers efficient penetration and tenacious adhesion to a variety of porous substrates. It is water submersible, alkali, weather and UV light resistant. The environmentally-friendly formula is the safe, user-friendly alternative to hazardous and unreliable solvent and acid-based stains. SmartColor stains require a top coat and are compatible with solvent-based, water-based, single and two component products, including but not limited to acrylics, epoxies and urethane sealers. For more information and demonstration videos visit www.GetNewLook.com.

- Superior nano-acrylic formula yields efficient penetration and tenacious adhesion to porous surfaces
- Compatible with neutralized acid, polymer-modified & acrylic stains
- Compatible with overlays, micro-toppings and resurfacing compounds as a topical stain and integral color
- May be applied over sealed surfaces; easily maintainable
- Low odor; no respirators required
- Very fast dry time
- Non-hazardous; overnight deliverable (no red label)
- Ultra-low VOC and no TAP or HAP
- Weather and UV resistant; use for interior and exterior applications
- Single component solution is easy to mix and install

Recommended Use

A user-friendly stain for decorating and restoring the image of cured concrete slabs (28 day minimum cure time) and other porous substrates, including pavers, masonry and stucco. SmartColor may be applied over sealed surfaces. May be used indoors and outdoors. Refer to the SmartColor Technical Information Sheet available at www.GetNewLook.com/SmartColor.html (scan QR code below).

Not Recommended for use on non-porous substrates (e.g. resin, porcelain, metal, fiberglass) when submerged in water or exposed to extreme weather conditions.

Preparation Recommendations

Read the SmartColor technical data sheet. Non-porous substrates may be etched using NewLook QuickEtch™ to achieve the recommended concrete surface profile (CSP) levels 1 or 2 according to ICRI standards (www.ICRI.org). Completely remove all dust, dirt, loose debris, product residue, grease, or any foreign substance that could prevent SmartColor from penetrating and/or bonding. Preparation is the most critical part of the job.



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Installation Recommendations

Depending on the desired effect, SmartColor may be applied via airless sprayer, HVLP, pump sprayer, the NewLook Applicator Brush™, bristle brush, sea sponge or paint roller. For best results, create a mist of SmartColor over the intended surface using an airless or HVLP sprayer; a beautiful, variegated finish can be achieved through the various absorbencies of the substrate, as well as the unique weights of each SmartColor pigment.

Color

SmartColor is available in a variety of "series" that provide a wide range of effects. Dilute according to instructions to increase transparency (see below). All SmartColor stains are compatible with one another in both the wet and dry stage. Custom color matching and cross-reference color matching to other manufacturer's standard colors are also available. Note: Husbands must receive permission from their wives before selecting a color.



SmartColor may be diluted to increase transparency and help achieve a variegated or mottled appearance like acid stains.

SmartColor may be used to create a semi-opaque (solid) finish. See mixing instructions on the label.

(Suggested) Faux Finish Recipes

When baking up a gorgeous faux finish, use a combination of contrasting colors that complement each other. Generally, a base color—such as the concrete floor itself or a compatible stain—should have a lighter hue than the SmartColor used on top to allow for sufficient color contrast; the semi-transparent nature of SmartColor allows a base color hue to manifest itself through the SmartColor. When selecting colors, consider using near analogic or accented analogic color schemes (e.g. light tans with dark browns, oranges and reds).

Coverage Rates

Package Size	Total Yield*	Coverage†
4 oz Test	20 ounces	35-50 sq. ft.
1 Quart	1.25 gallons	250-400 sq. ft.
1 Gallon	5 gallons	1000-1600 sq. ft.
5 Gallon	25 gallons	5000-8000 sq. ft.

* Mix with clean water. Distilled, reverse osmosis or deionized water may be used to ensure product durability and optimal adhesion.

† Coverage is based on substrate porosity, moisture content, surface temperature and application method.

SmartColor™ is another innovative product of



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