



**ELASTOMERIC ACRYLIC CERAMIC
ULTRA LUSTER MAXX™
HIGH PERMEABILITY / BREATHABILITY
LUSTER FINISH PROTECTIVE WALL COATING**

20 YEAR LIMITED MATERIAL WARRANTY **PRODUCT DATA #2735**

11/24/14
superseding: 01/09/13

PRODUCT DESCRIPTION:

ULTRA LUSTER MAXX™ is a bright white, luster finish, elastomeric acrylic high permeability and high breathability, insulating ceramic, protective waterproofing wall coating. An elastomeric acrylic, latex based, high build formula that provides waterproofing, insulating and soundproofing performance in a beautiful protective finish. Innovative elastomeric resin technology results in an extremely durable, waterproofing elastic film that has excellent resistance to thermal shock by expanding and contracting with hot and cold temperatures, but also has good impact resistance and excellent chemical resistance. A self-priming coating that forms a thick rubber like ceramic shield of protection that actually becomes part of the substrate due to excellent adhesion and bonding. **ULTRA LUSTER MAXX™** offers superior mildew resistance, corrosion resistance, scratch and mar resistance, ceramic insulation & soundproofing, excellent adhesion, ultraviolet ray reflectivity and a beautiful luster finish. It has excellent anti-carbonation protection on concrete substrates. It qualifies for a CLASS A Fire Rating. **ULTRA LUSTER MAXX™** was originally designed as a Commercial Coating for high-rises, multi-story buildings and skyscrapers to reduce costly maintenance, repairs and frequent repainting, and is now also used as an insulating, energy saving wall coating that stabilizes, strengthens and protects while combating the destructive environmental forces of nature. This easy to apply coating system will provide many years of durable protection and outstanding beauty. Available in beautiful Matte Finish also; inquire about **ULTRA SEAL MAXX™**. A TWENTY YEAR LIMITED MATERIAL WARRANTY is available when product is applied according to Manufacturer's Specifications and a Warranty Registration is completed and approved within 90 days of application date (see Warranty Compliance Information Section Below).

PRODUCT USES:

ULTRA LUSTER MAXX™ has excellent adhesion on most any interior or exterior surface including: weathered wood, shakes, plywood, clapboard, primed metal, galvanized, primed synthetic or aluminum siding, aluminum, tin, copper, asbestos, asphalt, urethane, polyester, primed Styrofoam, adobe, brick, stucco, concrete, clay, masonry, slate, slab and various other substrates. For residential, commercial & industrial applications.

SURFACE PREPARATION:

Trenching is necessary to form a complete seal. If applicable, trench 4 to 6 inches around the perimeter of the structure. Prepare Exterior Surfaces by thoroughly pressure washing with a water and chlorine solution (unless previously done before primer coat) using at least 1500 P.S.I. to remove any previous coatings, dirt, grease and other foreign materials, especially mold, mildew and algae. **ULTRA LUSTER MAXX™** will resist mildew growth, but will not kill mildew already on the surface. Clean Interior Surfaces by washing off all dirt, grease, soap and oil build-up with a powdered household cleaner and water. Rinse thoroughly. Remove loose paint and powdery substances. If after cleaning, there is still chalk present or existing coating is compromised, apply a coat of **ULTRA PRIME MAXX™** Primer Sealer before the application of **ULTRA LUSTER MAXX™**. Patch any holes, cracks, seams, imperfections, etc., with **PERMAPATCH™**, Waterproofing Caulk & Sealant.

Metal: Clean surface of all grease, oil and foreign matter before priming. Rusted metal and uncoated metal must be primed with **METAL-PRIME RED-OX™**, a Red Iron Oxide Primer Sealer. Use a degreaser on galvanized or coated metals which have oils or surface treatments. Check **ULTRA LUSTER MAXX™** adhesion on galvanized or coated metal by applying to a small area and evaluating after 48 hours. If lack of adhesion is present after evaluating, metal must be lightly scuffed without penetrating the coated finish or galvanizing. If applicable, use **METAL-PRIME RED-OX™** to spot prime the penetrated areas, then use **ULTRA PRIME MAXX™** Primer for entire coated or galvanized surface.

APPLICATION PROCEDURE:

Stir well before using. Do not thin, use product as is. Do not apply when temperatures are below 45 degrees Fahrenheit or when humidity is very high. Do not apply when coating will be subjected to rain or heavy dew before it has had enough time to dry (approx. 2 to 4 hours). Drying time will vary depending on temperature, humidity and location. Apply using brush, roller or spray. Spread coating uniformly. Spread Rate may vary depending on surface. Apply each coat between 12 to 16 mils wet film thickness. Wait at least 12 hours before applying a second coat. Two coats resulting in a minimum 16 mil total dry film thickness are required for the TWENTY YEAR LIMITED MATERIAL WARRANTY.

Airless Sprayers: Use at least a 1 gallon per minute piston type airless sprayer with a minimum tip size of .025. Remove all line filters and gun filters before spraying.

CLEAN UP:

Clean up all spills, tools and overspray immediately while the coating is still wet with warm soapy water.

WARRANTY COMPLIANCE INFORMATION:

The **ULTRA LUSTER MAXX™** 20 YEAR LIMITED MATERIAL WARRANTY is for Product Only and applies to chipping, cracking and peeling, only. Labor is not covered by this warranty. This product is not guaranteed to stop or prevent leaks; all leaks must be repaired prior to the application of any coating. The WARRANTY is available only when product is applied according to Manufacturer's Application Procedures and Strict Material Requirement Specifications and a Warranty Registration (and a Job Completion Form if coated area exceeds 10,000 square feet) is submitted to Manufacturer within 90 days of completed coating application date (Application Procedure Sheets available upon request).

MIL THICKNESS: Primer is optional but recommended. Use either **ULTRA PRIME MAXX™** for Walls or **METAL-PRIME RED-OX™** for exposed or unprimed Metal. The primer coat and two coats of **ULTRA LUSTER MAXX™** must result in a minimum 20 mil total dry film thickness. If primer was not used, two coats of **ULTRA LUSTER MAXX™** must result in a minimum 16 mil total dry film thickness.

MINIMUM SPREAD RATES: If optional primer coat was used, PRIMER must be applied at no more than 150 square feet per gallon. **ULTRA LUSTER MAXX™** must be applied at no more than 150 square feet per gallon per coat, resulting in aggregate spread rate of 75 square feet per gallon.

Ambient Temperature of 77°F and RH of 50%		TECHNICAL SPECIFICATIONS:	Rates & Times May Vary Beyond Specifications
FINISH:	Luster	SPREAD RATE:	100 to 150 sq.ft./gal.
COLOR:	White, Deep & Clear Base	DRY to TOUCH:	2 to 4 Hours
VEHICLE TYPE:	Copolymer Emulsion	RECOAT:	12 Hours
SOLIDS by WEIGHT:	52% +/- 2%	CURE TIME:	5 to 7 Days
SOLIDS by VOLUME:	41% +/- 2%	SIZES:	1 Gal., 5 Gal., 55 Gal.
V.O.C.'s (averages):	.37 lbs./gal. • 44 g/liter	GALLON WEIGHT:	10.6 lbs. +/- .3 lbs.

Information presented on this Data Sheet has been compiled from sources to be reliable, and is accurate and reliable to the best of our knowledge and belief but is not guaranteed to be so.

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