


**NEWLOOK**

# NewLook International, Inc. Concrete Color Stains™

## Technical Data Sheet

NewLook International, Inc. Concrete Color Stains™ are polymer-modified, water-based, high-quality products made especially for use with existing, unsealed, interior or exterior concrete surfaces. They penetrate the surface of concrete and form a breathable finish that requires no sealer\* (Solid Color Stain™ & CoolStain™). Please read the Technical Data Sheet, MSDS, and instruction manual of NewLook products before attempting to use them.

**Solid Color Stain™** is opaque and can be used to restore previously colored surfaces or to rejuvenate old, tired-looking concrete by covering discolorations or stains. It can be used on concrete flatwork, concrete blocks, pavers, imprinted concrete, micro-toppings, overlays, and other cement-like surfaces. No sealer required\*.

**CoolStain™** is opaque and shares the same uses as **Solid Color Stain™**. It differs in its use of specially infrared reflective pigments. The technology results in high solar reflectance and high thermal emittance. The net benefit is that **CoolStain™** will reduce the concrete surface temperature anywhere from 15 - 50° Fahrenheit

depending upon the color selected and the opacity of the stain. Reduce the urban heat island effect. Great for pool decks, theme parks, driveways, and patios. This is a patent-pending technology only available from NewLook. No sealer required\*.

**Translucent Color Enhancer™** is a semi-transparent stain, designed to be used over Solid Color Stain in a contrasting color or over raw (after application of Clear 32) or integrally colored concrete. It is used to tint or enhance areas of relief on textured, stamped concrete surfaces to create an antiqued look. It is also used to create a faux finish by blending and

layering additional Translucent Color Enhancer colors. Must be sealed.

**Translucent Color Additive™** is available for creating custom colors or different concentrations. Apply additive to the Translucent Color Enhancer™ to punch up the intensity of the Enhancer.

**Designer Series Enhancer™** is a semi-transparent stain, designed to be used over smooth surfaces only. This version of the Enhancer carries with it the maximum amount of color pigment whereas the Translucent Color Enhancer™ carries the minimum. It is used in interior and exterior applications instead of acid stains. Apply by itself, in combinations with

Solid Color Stain™ or multiple Designer Series to create amazing custom looks. Must be sealed.

**Clear 32™** can be used over stained or unstained interior concrete as light a sacrificial layer. Clear 32 is not a "sealer". It can be used with fine abrasive grit on either stained or unstained interior concrete for a non-glossy, clear, and breathable finish. Clear 32 does not need to be removed before maintenance applications. It can be used as a "primer" when staining raw, virgin or integrally colored concrete with the Translucent Color Enhancer.

### USES AND BENEFITS

- NewLook products are ideal for driveways, garage floors, pool decks, offices, restaurants, hotels, theme parks, shopping malls, schools, and other high traffic areas. They may be used for interior or exterior and residential and commercial applications.
- NewLook **Solid Color Stain™**, **Translucent Color Enhancer™**, **Translucent Color Additive™**, and **Designer Series Enhancer™** are each available in 80 standard colors. View the NewLook Color Chart for selection of standard selections. Color matching available for a fee.
- NewLook **CoolStain™** may be used the same as the traditional Solid Color Stain but with the cooling benefits to concrete. Contact a NewLook Representative for color availability.
- NewLook products can be used to create specialty decorative designs with stencils. **Note:** To avoid bleeding under the stencil, NewLook products must be applied in very light applications with an appropriate hand brush.

### PREPARATION PRIOR TO APPLICATION

- NewLook recommends using the following preparation methods to achieve a surface profile of CSP 1 or 2 as described by ICRI guidelines.
- All debris, loose concrete, coatings, paints, oils, release, etc. must be removed (Including "cure and seal" products).
- At a minimum, proper pressure washing is required to ensure the concrete pores are open and to remove obstructing particles, which includes, but is not limited to: dust, dirt, and curing residue. If pressure washing is not an option, such as interior areas, preparation may be required: light acid, grinding, stripping, etching, etc.
- New concrete (up to 4 years old) must cure for a minimum of 28 days (in warm weather conditions) and may take longer in cold weather conditions. New concrete (up to 4 years old) must be lightly acid washed with EcoAcid, followed by pressure washing per industry standard. New concrete should be treated differently because the curing or hydration process can affect the adhesion of any coating and requires more preparation to combat these issues: discoloration, dusting, efflorescence, etc.
- Use a hot or cold water pressure washer with a degreasing cleanser when oil or other types of stains are present.
- On set overlay or micro-topping, apply NewLook stains right away. Lightly clean the surface if NewLook stains are applied several days after the overlay has been set. If overlayment is not porous and/or a release

has been used, a light acid wash with EcoAcid™ is required.

- Do not apply when heavy condensation, hydrostatic pressure, or high moisture vapor transmission can occur, which can compromise the bond of NewLook stains.

### APPLICATION PREREQUISITES

- NewLook strongly recommends representative jobsite samples. Different sections must be tested to determine suitability, adequate coverage, and final appearance.
- Protect any walls and adjacent areas where staining is not desired.
- 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 use when hydrostatic pressure is excessive.

### NEWLOOK SOLID COLOR STAIN

#### Mixing Instructions

1. Empty the entire contents of Bottle A and Bottle B into bucket #1 (3-gallons or larger) and mix thoroughly.
2. Empty the contents of Bottle C and Bottle D into bucket #2 (3-gallons or larger).
3. Refill Bottle C with water, shake well, and empty the water into bucket #2 a total of 4 times.
4. Bucket #2 now contains the contents of Bottle C, Bottle D, and a total of 4 parts water. A mixer attached to a power drill can be used to blend the product. Use a bristle brush to blend and break up any pigment unmixed by the drill.
5. Once completely mixed, combine the contents of both buckets by pouring the entire contents of bucket #1 into bucket #2. Again, mix kit thoroughly.

**IMPORTANT:** The powder pigments must be completely broken up and mixed thoroughly. Make sure to scrape the bottom and sides of the bucket with a bristle brush.

#### Application Instructions

1. Always complete a representative jobsite sample.

2. Dip the NewLook Applicator Brush into the bucket, submerging the head in a swirling motion to prevent pigments from settling on the bottom of the bucket. This must be done each time the applicator is put into the bucket.
3. Begin applying stain 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.
4. Back-brush or re-broom until the entire area is uniform in color and almost dry. Re-brooming does not necessarily require applying additional product to surface. When concrete temperature is cooler, wait a moment before beginning to re-broom.
5. Pay close attention to joints and corners. Footprints or areas of poor coverage can be corrected by simply brooming these areas over again. Let each application dry thoroughly before doing additional applications. See CURING section.
6. \*While the Solid Color Stain does not necessarily require a sealer, it may be advantageous under certain circumstances. Sealing the stain can add longevity to the finish and protect it from wear and tear. Decide what you want to maintain. If you seal it then, depending on the sealer, you'll need to maintain the sealer over time. If you don't seal it you'll just need to maintain the stain, which may mean applying additional coats as needed.
7. For greater traction, consider sealing the stain and include slip-resistant grit with the sealer.

**PLEASE NOTE:** During the application process, the mixture must be stirred from the bottom of the container to keep the pigments suspended.

## NEWLOOK COOLSTAIN

### Mixing Instructions

1. Mix the contents of Bottle A and Bottle B into a bucket (3-gallons or larger) and mix thoroughly. Allow the A&B to sit for up to 5 minutes to achieve maximum bonding power.
2. Add the contents of Bottle C into same bucket.
3. Refill Bottle C with water, shake, and pour the contents into the bucket. Do this a total of 4 times.
4. The bucket now contains the contents of Bottle A, Bottle B, Bottle C, and a total of 4 parts water. Mix well.

### Application Instructions

1. Always complete a jobsite sample.
2. Dip the NewLook Applicator Brush into the bucket, submerging the head in a swirling motion.
3. Begin applying stain in a figure-eight motion. Do not apply pressure; allow the Applicator Brush to naturally spread CoolStain as far as it will go, leaving no puddles. Apply evenly.
4. Back-brush or re-broom until the entire area is uniform in color and almost dry. Re-brooming does not necessarily require applying additional product to surface. When concrete temperature is cooler, wait a moment before beginning to re-broom.
5. Pay close attention to joints and corners. Footprints or areas of poor coverage can be corrected by simply brooming these areas over again. Let each coat dry thoroughly before doing additional applications. See CURING section.
6. If spraying, apply in thin layers and brush out puddles. Puddling will result in a mottled color appearance.
7. \*While the Solid Color Stain does not necessarily require a sealer, it may be advantageous under certain circumstances. Sealing the stain can add longevity to the finish and protect it from wear and tear. Decide what you want to maintain. If you seal it then, depending on the sealer, you'll need to maintain the sealer over time. If you don't seal it you'll just need to maintain the stain, which may mean applying additional coats as needed. Note: you must seal SmartColor and the Enhancers.
8. For greater traction, consider sealing the stain and include slip-resistant grit with the sealer.

**PLEASE NOTE:** During the application process, the mixture must be stirred from the bottom of the container to keep the pigments suspended.

## NEWLOOK TRANSLUCENT COLOR ENHANCER AND DESIGNER SERIES ENHANCER

### Mixing Instructions

1. Mix the contents of Bottle A and Bottle B into a bucket (3-gallons or larger) and mix thoroughly. Allow the A&B to sit for up to 5 minutes to achieve maximum bonding power.
2. Add the contents of Bottle C into same bucket.
3. Refill Bottle C with water, shake, and pour the contents into the bucket. Do this a total of 3 times.
4. The bucket now contains the contents of Bottle A, Bottle B, Bottle C, and a total of 3 parts water. Mix well.

### Application Instructions Enhancer only (over NewLook Solid Color Stain)

1. When using a brush, make sure it is dipped down to the bottom of the bucket to suspend the pigments.
2. Apply product quickly and evenly onto the surface with a NewLook Applicator Brush or garden sprayer.
3. Re-broom only to "push and pull" the stain into place.
4. Maintain a wet edge to avoid overlap marks and allow the material to puddle and dry in imprinted areas to achieve a two-toned look.
5. Use a bristle brush for corners and edges.
6. Immediately remove excessive spots and drips with a wet rag. The NewLook Color Additive Bottle can be added to intensify the hue of Translucent Color Enhancer. This ensures uniform porosity prior to staining.
7. For added protection, seal the translucent stain with any NewLook Sealer.
8. \*While the Solid Color Stain does not necessarily require a sealer, it may be advantageous under certain circumstances. Sealing the stain can add longevity to the finish and protect it from wear and tear. Decide what you want to maintain. If you seal it then, depending on the sealer, you'll need to maintain the sealer over time. If you don't seal it you'll just need to maintain the stain, which may mean applying additional coats as needed. Note: you must seal SmartColor and the Enhancers.
9. For greater traction, consider sealing the stain and include slip-resistant grit with the sealer.

### Application Instructions (to Uncolored Concrete)

1. To tint uncolored concrete with NewLook Translucent Color Enhancer Stain, the concrete surface should be even in color. If the existing concrete color is acceptable, "prime" the surface with NewLook Clear 32 prior to solitary application of Enhancers.
2. Seal the Enhancer with any NewLook Sealer.

### Application Instructions for Designer Series Enhancer

1. A variety of faux finishes can be achieved by blending and layering different colors of NewLook Designer Series Enhancer.
3. Applicator tools, such as, but not limited to, sponges, rags, brushes, buffers, pads, rollers, and HVLP sprayers can produce multiple effects. Any modifications to the product or application procedure or applied combinations of all Enhancers are done at the applicator's risk.
4. When using an HVLP sprayer to create an acid-stain look, set the sprayer pressure to allow for a light mist (20 – 40 PSI recommended). As the color will appear boldest when dry, be careful not to apply too much stain at once. Spray a test area to find the proper spray pressure and technique to achieve the desired finish.
5. Do not allow the Designer Series Enhancer to puddle. Thin, light applications are best.
6. When using a brush, make sure it is dipped down to the bottom of the bucket to suspend the pigments.
7. Re-broom only to "push and pull" the stain into place.
8. Maintain a wet edge to avoid overlap marks and allow the material to puddle and dry in imprinted areas to achieve a two-toned look.
9. Immediately remove excessive spots and drips with a wet rag.
10. Use Clear 32 as a "primer" for interior and exterior applications to prevent the first coats of enhancer from being absorbed into very porous concrete.
11. Seal the Enhancer with any NewLook Sealer. While not necessarily requisite, it is common practice to use a wax finish over sealed concrete, particularly on indoor jobsites.
12. Do not allow the Designer Series Enhancer to puddle. Thin light applications are best. Seal with any NewLook sealer.

## NEWLOOK CLEAR 32

### Mixing Instructions

- Mix the contents of Bottle A and Bottle B into bucket (3-gallon or larger) and mix thoroughly. Allow the A&B to sit for up to 5 minutes to achieve maximum bonding power.
- Add the contents of Bottle C into the same bucket.
- Refill Bottle C with water, shake well, and pour the contents into the bucket. Do this a total of 3 times.
- The bucket now contains the contents of Bottle A, Bottle B, Bottle C, and a total of 3 parts water. Mix well.

#### Application Instructions

- Apply Clear 32 evenly onto surface with a nap roller, garden sprayer, or NewLook Applicator brush.
- Do not apply pressure; allow the applicator brush to naturally spread the product.
- Apply a thin, even layer. Do not allow product to puddle. Re-broom over the entire area until product is almost dry. Re-broom over footprints or areas of poor coverage.
- Use a bristle brush for corners and edges.

#### CURING AND POST APPLICATION

Complete drying times will vary depending on concrete temperature, air temperature, humidity, rate of re-brooming, concrete porosity, and other local conditions.

- Subsequent applications of NewLook stains can be applied at least one (1) hour after previous application is dry to the touch (not tacky). The "Wet Test" is best for determining when the next application can be applied (see demo in NewLook training video).
- Wet Test:** In an inconspicuous area, rub a clean, white damp cloth on the stained surface. If the product re-emulsifies or softens, the surface not ready for additional applications of NewLook. Wait and repeat the test.
- Surface should not get wet for at least 24 hours following application.
- Surface can be walked on 4 to 8 hours following application.
- Wait 24 hours before applying a sealer.
- Can be cleaned (pressure-washed) in 1 week.
- Wait at least 48 hours before driving on NewLook stains.
- Wait at least 30 days before parking on NewLook stains. Park on cardboard before 30 days.

#### MAINTENANCE

- Regular cleaning with NewLook concrete cleaner is recommended. Lightly scrub the area with a window washing brush. Rinse thoroughly and allow the area to dry.
- The application surface should be inspected periodically for thin or traffic-worn areas. Re-apply stain material as needed with a maintenance application.

#### STORAGE

- Store product indoors, away from heat, moisture, and direct sunlight.
- Keep containers tightly sealed.
- DO NOT allow product to freeze. Frozen material CANNOT be used when thawed.

#### PACKAGING AND COVERAGE

Kit Type	Kit Size	Number of Bottles	Bottle Size	Labels	Coverage (Sq Ft.)
Solid Color Stain	Large	4	32 oz. (946 ml)	A, B, C, D	250- 400 Sf. Twice (Average of 350 Sf.)*
	Small	4	4 oz. (118 ml)	A, B, C, D	45 Sf. Twice*
Translucent Color Enhancer & Designer Series Enhancer	Extra Large	3	32 oz. (946 ml)	A, B, C	600-1200 Sf.
	Large	3	16 oz. (473 ml)	A, B, C	300-600 Sf. (Coverage is more on the higher end)
	Small	3	4 oz. (118 ml)	A, B, C	75-150 Sf. (Coverage is more on the higher end)
	Extra Small	3	2 oz.	A, B, C	38-75 Sf. (Coverage is more on the higher end)
Clear 32	Large	3	32 oz. (946 ml)	A, B, C	350 Sf.
	Small	3	4 oz. (118 ml)	A, B, C	75-150 Sf.
CoolStain Solid Color Stain	Large	3	32 oz. (946 ml)	A, B, C, D	250- 400 Sf. Twice (Average of 350 Sf.)*
	Small	3	4 oz. (118 ml)	A, B, C, D	45 Sf. Twice*

All stain kits contain instructions.

\*Coverage is based on an average of 2 applications.

- Mixed material cannot be stored for future use.

#### LIMITATIONS

- It is HIGHLY recommended to wait 30 days before parking vehicles on a new application of NewLook stains. The heat from the tires (especially high-performance tires) may cause delamination. Brand new tires may require protecting the surface for a longer period of time.
- 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.
- NewLook stains are not recommended for pre-sealed or dense surfaces, including glazed tile, marble or granite, dense brick, dense slate, or terrazzo.
- NewLook products should be applied to concrete that has fully cured. New Concrete must cure for a minimum of 28 days (in warm weather) and may take longer in cold weather. New concrete should be treated differently because the curing or hydration process can affect the adhesion of any coating and requires more preparation.
- Some NewLook Solid Color Concrete Stain colors may require more than the average two (2) applications to achieve desired opacity.
- NewLook Translucent Color Enhancer cannot be used to create a solid or opaque color.
- NewLook Solid Color Concrete Stain colors should not be combined to create another desired color.
- NewLook Concrete Color Stains will not change concrete texture, repair cracks or patches, prevent efflorescence, or prevent any foreign material from penetrating or soiling the substrate.
- Color consistency and uniformity requires proper mixing and application.
- Adhesion problems will occur if NewLook Concrete Color Stains are 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.
- The NewLook Applicator Brush must be used to apply the Solid Color Stain and CoolStain. Failure to do so can result in improper application and undesirable results.
- Mixed stain kits must be stirred thoroughly throughout application to maintain pigment suspension.
- Mixed kits must be used within approximately 3 to 5 hours.
- Due to product liquidity (high viscosity), use extra care when applying to vertical surfaces.
- Shelf life is approximately 12 months.
- Do not use tape on stained or sealed concrete as it may pull up color when removed.
- Salt-water pools when chemically imbalanced may cause delamination or white powder. As such regular maintenance is recommended.

#### 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.

\*\* Coverage is based on the porosity and moisture content of the substrate.

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#### LIMITED WARRANTY

NewLook International, Inc. Concrete Color Stains ("Product") are not intended for public use and are intended for use by licensed contractors and installers, experienced and trained in the use of these 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.

#### ARCHITECTURAL SPECIFICATIONS

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#### NEWLOOK INTERNATIONAL, INC. SOLID-COLOR STAIN™

Suggested Short Form Specification:

All concrete flatwork designated as being colored with an opaque cementitious stain in the plans and specifications shall be colored with *Solid Color Stain*, manufactured by NewLook International, Inc., Salt Lake City, UT, 877-763-9566 in accordance with the NewLook International, Inc. Concrete Color Stain Technical Information Sheet, using any of the available colors and a minimum of \_\_\_\_ kit(s) per average of 350 square feet for at least two applications.

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#### NEWLOOK INTERNATIONAL, INC. COOLSTAIN™

Suggested Short Form Specification:

All concrete flatwork designated as being colored with an opaque cementitious stain that minimizes heat build in the plans and specifications shall be colored with *CoolStain*, manufactured by NewLook International, Inc., Salt Lake City, UT, 877-763-9566 in accordance with the NewLook International, Inc. Concrete Color Stain Technical Information Sheet, using any of the available colors and a minimum of \_\_\_\_ kit(s) per average of 350 square feet for at least two applications.

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#### NEWLOOK, INTERNATIONAL, INC. TRANSLUCENT COLOR ENHANCER STAIN™

Suggested Short Form Specification:

All stained surfaces designated as being antiqued or tinted with a translucent cementitious stain shall be colored with *Translucent Color Enhancer Stain*, manufactured by NewLook International, Inc., Salt Lake City, UT, 877-763-9566 in accordance with the NewLook International, Inc. Concrete Color Stain Technical Information Sheet, using any of the available colors and a minimum of \_\_\_\_ large kit(s) per average of 300-600 square feet.

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#### NEWLOOK, INTERNATIONAL, INC. TRANSLUCENT COLOR DESIGNER SERIES ENHANCER STAIN™

Suggested Short Form Specification:

All stained surfaces designated as being faux-finished with an environmentally-friendly translucent cementitious water-based stain shall be colored with *Designer Series Translucent Enhancer Stain*, manufactured by NewLook International, Inc., Salt Lake City, UT, 877-763-9566 in accordance with the NewLook International, Inc. Concrete Color Stain Technical Information Sheet, using any of the available colors and a minimum of \_\_\_\_ large kit(s) per average of 300-600 square feet.

NEWLOOK INTERNATIONAL, INC. PRODUCTS available through: