



Concrete Admixtures and Fiber

## IMITEXTURED

Water-Based Textured Coating for Concrete & Masonry

### DESCRIPTION:

**IMITEXTURED** is a water-based, acrylic copolymer latex, textured coating formulated to weatherproof and beautify vertical, interior or exterior concrete and masonry surfaces. **IMITEXTURED** provides protection to above grade exterior surfaces by forming a tough durable film against the harshest of elements. **IMITEXTURED** is a high build textured coating material that minimizes surface defects while maintaining the architectural design of the structure. **IMITEXTURED** is also ideal for interior concrete, masonry, plaster, or primed drywall surfaces for aesthetic purposes.

### ADVANTAGES

- Tough and Durable
- Tenacious substrate adhesion
- Excellent inter-coat adhesion
- Seals and protects substrate from weathering
- Long lasting, high build film
- Beautifies while it protects
- Hides minor surface defects
- Resistant to salt spray
- Resistant to fungus growth
- Excellent color retention
- Water based & VOC compliant in all states

### APPLICATION

**Surface Preparation:** Surfaces to be coated shall be free of dirt, dust, chalk, loosely adhered prior coatings, release agents, curing compounds, efflorescence, oil, or any other contaminate that would interfere with the adhesion of the coating to the substrate. Ideal adhesion will be achieved when the surface is not only cleaned, but also has a degree of profile equal to or rougher than 150 grit sandpaper, and the surface shall not bead water prior to application. Additional surface preparation references can be found in ASTM D- 4258, D-4261, ACI 515, 1R-79, and ICRI Technical Guide #03732. Deep and or large surface defects, cracks, holes, areas of missing mortar, etc. should be filled and properly finished prior to application of **IMITEXTURED**. All newly constructed substrates should be cured a minimum of 28 days. Walls should be capped and sealed prior to coating to prevent rain intrusion within the wall or wall cavity. Extend cure times in cool temperatures or high humidity. Applications on C.M.U.(block) or other porous substrates should be coated with IMITEX- Block Fill prior to application of **IMITEXTURED**.

**Installation:** **IMITEXTURED** can be applied by spray equipment designed for textured coatings (smooth grade can be applied with airless equipment) or roller. Brushes can be used for trim and cutting in, however care must be taken to match texture of remainder of wall and avoid excessive overlapping.

## INTERNATIONAL MATERIALS INDUSTRIES, L.L.C.

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The information herein is to assist customers in determining whether our products are suitable for their applications. Our products are intended for sale to industrial and commercial customers. We request that customers inspect and test our products before use and satisfy themselves as to contents and suitability, nothing herein shall constitute a warranty, express or implied, including any warranty of merchantability or fitness, nor is protection from any law or patent to be inferred. All patent rights are reserved. The exclusive remedy for all proven claims is replacement of our materials and in no event shall we be liable for special, incidental or consequential damages.

Spray equipment examples include Graco's Compact HP, GM 1030, President 10:1 Texture pump, Titan/Speeflo 610 Super Tex, and hand held hopper guns, pressure pots and rotor/stator pumps. tip size will vary with equipment and texture, however most applications require a minimum 3/16"(4.8mm) or larger tip can be used for the smooth/non-textured grade. Rollers should be high quality in medium to long nap with tapered edges. Coarse texture should not be roller applied due to aggregate size.

Material must be well mixed prior to application to ensure uniformity of aggregate and color. Multi-pail applications should be "boxed" prior to application. Boxing is the mixing of multiple pails with one another to ensure uniformity from pail to pail.

**IMITEXTURED** must be applied at the proper coverage rate to achieve the recommended mil thickness of the film. Coverage rates will be reduced on textured substrates. **IMITEXTURED** must be applied in a uniform, consistent manner to achieve desired aesthetics. Apply **IMITEXTURED** from break point to break point on the wall, avoiding starting and stopping in the middle of a panel. Maintain a wet edge during application and avoid lapping wet into dry, as doing so will result in a non-uniform final appearance. For best results, avoid application in direct sunlight and onto hot surfaces. Porous surfaces may require back rolling or back brushing to completely fill in the voids. The final appearance should be uniform and the film should be at the proper thickness, void, and pinhole free.

Proper surface preparation and application is the responsibility of the applicator. IMI representation on site or through its Technical Service Department is available for advice or recommendations, however not to supervise or provide quality control on the job site.

In all cases it is recommended to apply a job site mock up under similar conditions as will be encountered when the project is conducted and with the same type of equipment to ensure contractor qualifications, product performance and aesthetics.

**APPROXIMATE COVERAGE:**

<b>Texture</b>	<b>FT<sup>2</sup>/Gal</b>	<b>M<sup>2</sup>/L</b>	<b>WFT</b>	<b>DFT</b>
Smooth:	125	3.0	12.8	6.3
Fine:	75-80	1.8-1.9	21-20	10-9 Medium
Coarse:	60-65	1.5-1.6	27-25	13-12

WFT= wet film thickness

DFT= dry film thickness in mils Textured or extremely porous surfaces will reduce coverage rates. Number of coats dependant on desired finish. Two coats are recommended for best performance.

**PACKAGING:**

Permacoat is available in 5 gallon(18.9L) pails, 30 and 55 gallon (113 l and 208L) drums.

**LIMITATIONS**

Protect surrounding surfaces from overspray. Beware of wind drift of material during application. Material to be applied to above grade, vertical surfaces only. Not for immersion service. Not for application to back fill retaining walls unless properly waterproofed on the back filled side. Protect freshly applied material from rain for at least 6 hours. Do not apply over frozen or frost filled surfaces. Do not thin material. Use material within 12 months of manufacture. Maintain proper storage. Do not apply if surface or air temperature is below 45°F(7.2°C) or within 24 hours of application. Smooth grade not intended to hide surface imperfections.

**CLEAN-UP**

Equipment can be cleaned with warm, soapy water. Dried material may require scrubbing, abrasive cleaning or removal with commercially available latex paint strippers.