



PENOFIN

Performance Coatings Inc. announces Penofin® Concrete & Masonry Stain

Made with the highest-quality resins and pigments available. Penofin Concrete and Masonry Stain will add long-lasting durable beauty, color, and interest to any concrete or masonry application around the home.

- Low VOC
- Quick-drying
- Easy soap-and-water clean up
- Interior or exterior use
- For: Concrete, fiber cement, and stonework
- Patios, paths, driveways, pavers, interior concrete flooring



A palette of eight natural stone hues

Concrete & Masonry Stain FAQs

Q. Will Concrete & Masonry stain prevent stains?

A. Penofin's Concrete and Masonry Stains will help prevent stains from saltwater, organic materials, brake fluid, transmission fluid, motor oil, bleach and gasoline. The finish has been developed to resist hot tire pick up, and has a high quality mildewcide to inhibit mildew growth on the stained surface. Concrete and Masonry Stain also resists wear from foot and car traffic.

Q. How do I apply?

A. Stir thoroughly before and several times during application from the bottom up. Minimum temperature for application is 45 degrees. Do not apply when the surface is hot to the touch or the stain will not properly penetrate. Apply only if rain is not likely in the next 24 hours. Concrete type, texture and color will affect finished appearance.

Q. What's the coverage?

A. 250—300 square feet per gallon.

Q. Should I always use a sealer?

A. Yes. Penofin Concrete and Masonry sealer will give the finish added protection and durability.

Q. What is the best way to clean / maintain?

A. For exterior applications, sweep and apply Penofin ProTech Cleaner according to the instructions on the bottle as often as you wish. For interior applications, clean the surface just as you would a tile floor.

Q. Can I use 1/2 a can and store the rest?

A. Yes, if you have a tight seal it will store. However like all latex paint it will require considerable stirring after being stored a year or more.

Performance Coatings Inc.

1-800-PENOFIN (736-6346)

Ukiah, Ca 95482

www.penofin.com

Penofin® Concrete & Masonry Stain

Application tips & techniques

Concrete is an economical and durable surface around all of our homes, but let's face it sometimes all that gray can be boring. Acid Stains, stamped and color-added concrete is expensive and needs professional installation. And these techniques must be employed during installation. Penofin Concrete and Masonry Stain adds color and style to patio's, floors, walkways, driveways, statuary, brick and stone. You can do-it-yourself and the look you will achieve is only limited to your imagination!

PLANNING YOUR APPLICATIONS

What you can't do:

Cover an existing color. It is not paint. Penofin Concrete and Masonry stain is a transparent stain. Apply to concrete or use to enhance existing stonework as a patina.

Evaluate the condition of your concrete:

Is it cracked? Will the cracks enhance the overall look and add to your finished design? If not repair the cracks with concrete patch and sand the edges. Note: If the patch is not the same color as the concrete it will not be the same color when stained. Is it wet? Are there visible dark spots on your concrete from moisture? If so do not continue. Contact a contractor who will tell you how to waterproof your concrete.

The key to a good application is preparation:

New concrete must cure for at least 30 days. Thoroughly clean the surface of all dirt and dust by sweeping or using a wet-dry vacuum. Apply Penofin Concrete and Masonry cleaner according to directions to deep clean and rid the porous surface of any mold or mildew. Follow this with Penofin Concrete & Masonry Etcher; the etcher roughs the surface enabling it to more readily accept the stain. Let the surface dry for at least 24 hours.

Decide on your color pallet:

Penofin Concrete and Masonry Stain colors are the colors of natural stone. Dolomite, Egyptian Alabaster, Sandstone and Soapstone are opaque tints that work well for base tones and solid applications. Bluestone, Serpentine, Terracotta and Slate are jewel tones, more transparent and suitable for layering by themselves or in several different colors covering a base coat. Or use to enhance the color of existing stonework.

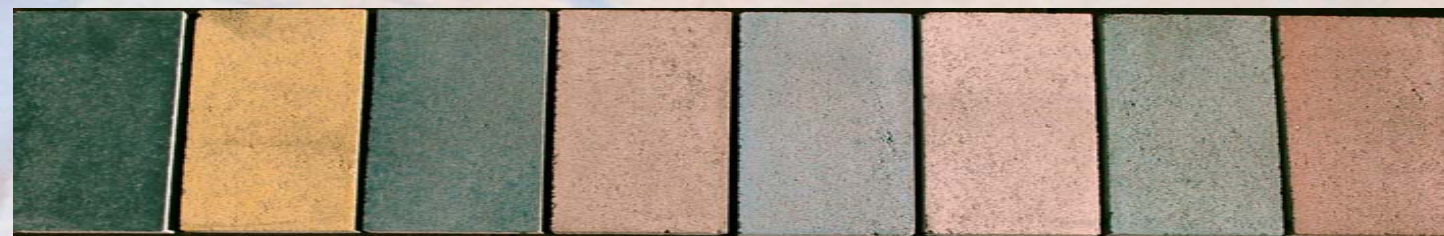
APPLYING CONCRETE & MASONRY STAIN

One color application:

Apply one to three coats of stain with a brush, roller, or pump-up sprayer waiting 2-4 hours between coats until reaching the desired depth of color.

Two or more color application:

When working with two or more colors to achieve a different or new color combination it is best to begin with a lighter shade such as Egyptian Alabaster layering a darker tone such as Terracotta as a second coat. Since the stain is transparent the colors will show through creating new tones and rich color depth. By using textured rollers, sponges, rags and other faux finishing and brushing techniques subtle patterns can be used to mimic the look of stone. Another interesting color combinations is a base of Soapstone with layered with Bluestone and Serpentine. For a dramatic combination a base coat of Dolomite can be layered with Slate or Serpentine. We recommend that you experiment with your color combinations on a concrete stepping-stone, or in an inconspicuous area.



Slate Egyptian Alabaster Serpentine Dolomite Bluestone Sandstone Soapstone Terracotta

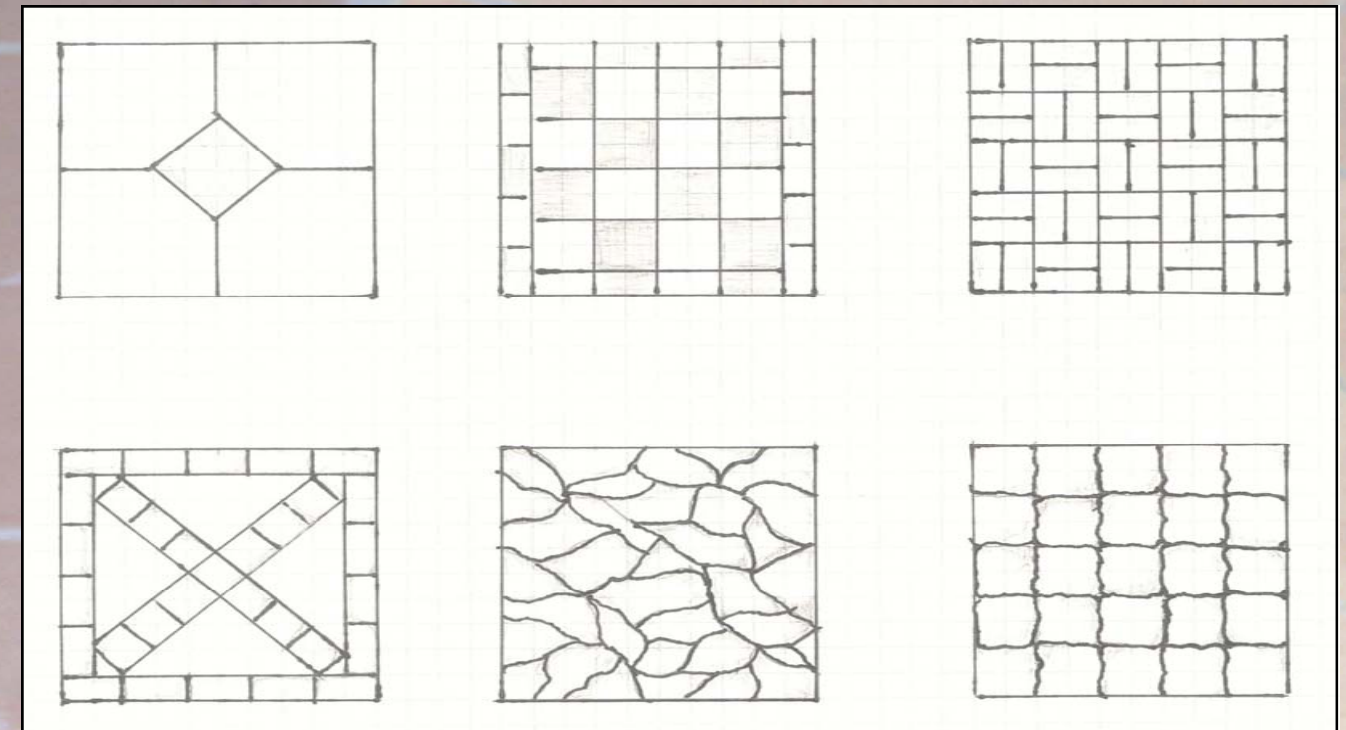
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Creating Patterns:

By using painter's tape you can create patterns that look like tile, brick, flagstone, stamped cement and a myriad of geometric shapes. You simply apply the tape in the desired pattern to clean concrete or to your base coat. By using different widths and even tearing the edges you can create a more natural line.

Below you will find some simple sample patterns that can be created using painters tape



Faux Finish Techniques

- Let your imagination run wild!
- Sponging, stamping and ragging techniques layering color upon color.
- Use a large feather to run a line of one color over another to create the look of marble.
- Large and small leaves and branches and other items found can be used as stamps to add color and pattern to any design.
- Simply shaking a brush over the top of the surface can create the look of granite.

Antiquing and Enhancing Stone Work:

Penofin Concrete & Masonry stain can be wiped on stonework, statuary or terracotta pots to add a patina and depth to the surface.