



*The Intelligent Choice for Decorating Concrete*



**NEWLOOK**

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## Getting to Know SmartColor™

NewLook International, the leading manufacturer of premium and innovative coating and building material solutions, has recently added another exciting product to their line of decorative concrete stains.

**SmartColor™** is a single component, water-based, nano-acrylic stain designed to restore, decorate and revitalize concrete and masonry floors.

There is a long list of benefits to using SmartColor, but the most obvious reasons to choose SmartColor are its ease of application, efficient penetration, tenacious adhesion, versatility, low cost, and eco-friendly formula. And when you consider the fact that it costs only pennies per square foot, it's easy to see SmartColor is a better product at a better price than the closest competitor.

SmartColor was designed for use by professional decorative concrete installers, but it's frequently used by Do-It-Yourself customers because it is so user friendly. One such NewLook customer (located in Jacksonville, Vermont) had this to say

Used SmartColor to restore and revitalize worn, tired-looking concrete finishes. SmartColor is also used match the mottled effects of reactive stains.



about her installation process of SmartColor:

“Overall, the application was simple. I sprayed the stain on the surface with an airless sprayer. [SmartColor] dried quickly, but not so quickly that it was difficult to use. And there was virtually no detectable odor.

I didn't think I needed any special protective equipment and did not use any. I did, however, have a de-humidifier running throughout the cleaning and staining phase.” She was pleased with the outcome and we think it turned out great, as well!

SmartColor is packaged in a concentrated formula (right image) that may be diluted with clean or distilled water to achieve either a semi-opaque finish with high-hiding capabilities or a semi-transparent finish, depending on the dilution ratio.



PHOTO CREDIT: KB Concrete Staining, CA



It is weather resistant and may be used both indoors and outdoors. SmartColor may be applied in a variety of ways including an HVLP sprayer, pump sprayer, NewLook applicator brush, sea foam sponge, or paint roller.

The nano-technology used in SmartColor's binding agent enables the stain to penetrate and adhere to very dense surfaces.

SmartColor is also water-submersible and alkali, weather and UV light resistant.

“Formulated with advanced nano-technology, SmartColor offers efficient penetration and tenacious adhesion to a variety of porous substrates,” explains Jacob Webb, Vice President of NewLook. “SmartColor can be used on surfaces ranging from pool decks to basketball courts to counter tops and now our customers have access to even better products than they are currently using.”

Another DIY customer, John Taylor of Utah, installed SmartColor on his pool deck. Taylor's pool deck had been coated previously with a paint-like stain that was badly faded and peeling.

After chemically stripping and cleaning the residual stain from the pool deck—a process that Taylor never wants to repeat—there were still areas of color inconsistency. Taylor chose SmartColor because he knew the stain would adhere



successfully to the pool deck surface, create uniformity, and also be transparent enough to provide a desirable look.

“The results have been impressive,” notes Taylor. “It looks just like newly poured and colored stamped concrete. It has been very durable despite weekly family and other social events around the pool and I have seen no color deterioration, fading or scuffing.”

SmartColor has been in the research and development phase since 2007 and has been tested for wear resistance.

Since SmartColor is a simple, one component stain it is easy to combine any of the 28 standard colors, including black and white, with one any other color to achieve the perfect shade.

Kevin Brown of KB Concrete Staining in California, uses SmartColor because of the color options; he is always experimenting with the stains

to create unique, marketable finishes. Like Mr. Taylor, he also appreciates the stain's durability and has used SmartColor to revive two separate water features.

Brown achieved the colors used on the water features by mixing his own shades of the stain.

"What I like most about SmartColor is the versatility that can be achieved with the colors," explains Brown.

"SmartColor stains are extremely durable and very accurate in color which is very important when showing colors to clients. I have had very good luck with doing many samples of different finishes and color schemes to bring with me when showing clients the endless possibilities of what SmartColor can do for their project," continues Brown.



PHOTO CREDIT: KB Concrete Staining, CA



Brown also appreciated the cost effectiveness of the stain. "SmartColor's ability to bond to existing sealers or stains in the right conditions is extremely cost effective."

Brown protected the SmartColor used in the water features (left) with SmartSeal™ WB, a water-based nano-acrylic top coat sealer. 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.

Brown used NewLook's SmartColor (Licorice SC-101) to repair a previously stained driveway (right); the customer loved the results because the darker color helped to accent the home's exterior décor. See for yourself the difference that SmartColor makes in the following before and after photos (below). Brown had to work around a pre-existing diamond shaped pattern in the center of the driveway.

NewLook strongly recommends representative job site samples (mock-ups). Different sections should be tested for suitability, adequate coverage, and final appearance. SmartColor should be applied to a surface when its temperature is 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 apply when heavy condensation, hydrostatic pressure, or



PHOTO CREDIT: KB Concrete Staining, CA



high moisture vapor transmission can occur, which can compromise the bond of SmartColor.

Another great reason to use SmartColor to revitalize your concrete surfaces is the environmentally friendly formula. The VOC content is "ultra low" and it contains no toxic air pollutants (TAP) or hazardous air pollutants (HAP).

SmartColor is the safe, user-friendly alternative to hazardous and unreliable solvent or acid-based stains.

"It's easy to mix and install with standard sprayer equipment, and unlike the competition, SmartColor complies with all environmental regulations for all states and all applications," Webb says. "We are super jazzed about this solution as it means NewLook has taken another tremendous step forward as the leading supplier of innovative decorative concrete solutions."



**The safe, user-friendly  
alternative to acid stain.**

SmartColor, like any other decorative concrete product, should only be applied once the concrete has been properly cured and prepared. Inadequate preparation will lead to problems down the road, including adhesion failure.

NewLook recommends using proper preparation methods to achieve a surface profile of CSP 1 or 2 as defined by ICRI guidelines ([www.icri.org](http://www.icri.org)). The surface must be free of all foreign materials that would inhibit the absorption, penetration and bond of SmartColor. All debris, loose concrete, paints, oils, release must be removed.

If acid etch is used to clean or profile the surface then any dry residue must also be removed and thoroughly cleaned.

SmartColor is packaged as a concentrate. The recommended dilution ratio is 1 part concentrate to 3 or 4 parts clean water depending on desired opacity. For application of high-light colors, overlay systems or previously coated substrates, utilize 1 part concentrate to 5 - 6 parts clean water. Concentrate will result in ready to use stain by simply stirring mixture. Increased transparency as well as lighter color shades can be achieved by increasing the dilu-

tion ratio. Do not surpass 1 part concentrate to 6 parts water.

Note: As the dilution ratio increases, the amount of solids contents decreases, resulting in a less durable stain. As such, always seal SmartColor to protect the colored stain finish. Multiple coats will help to achieve a higher hide and more opaque finish.



CREDIT: Tyson Love



CREDIT: KB Concrete Staining, CA

#### SmartColor Coverage

- 4 oz Test (yields 20 ounces) covers 35-50 sq. ft.
- 1 quart (yields 1.25 gallons) covers 250-400 sq. ft.
- 1 gallon (yields 5 gallons) covers 1000-1600 sq. ft.
- 5 gallon (yields 20 gallons) covers 5000-8000 sq. ft.
- 55 gallon container available



*\*While not required, mixing with distilled, deionized or reverse osmosis water may help to ensure product durability and optimal adhesion. Coverage is based on substrate porosity, moisture content, surface temperature and application method.*

#### SmartColor may contribute to LEED credits:

- EQ Credit 4.2 Low-Emitting Materials: Paints & Coatings
- MR Credit 5.1 Regional Materials: 10% Extracted, Processed & Manufactured Regionally
- MR Credit 5.2 Regional Materials: 20% Extracted, Processed & Manufactured Regionally