



In today's market it is no longer acceptable to make a few standard coatings products that can theoretically be used in all situations.

# MASONRY



## Experience – Case Study

**Substrate:** Masonry

**Application:** Multiple colors per jobsite. Colors are applied in varying thickness and color schemes to get the desired effect.

**Variables:** Type of material to be coated. Color combinations for the job. The base color is determined followed by the number of decorative spatter coats preferred.

**Main Consideration:** VOC and AIM compliant coating that is easy to spray compared to cementitious type spatter coats. Ease of color change and the ability of the product to not sag due to heavy application or multiple color applications in a short period of time.

**Adhesion:** Final product to be exposed to harsh exterior weather and environmental conditions

**Color:** Necessary to have exact color match for the multiple colors involved per job.

*At hci, we create and customize a variety of products for masonry including high build primers, enamels, and spatter coats as well as interior latex moisture vapor barriers that meet the Federal Housing Administration Minimum Property Standards perm rating. These products can be formulated to customer specifications with regards to application techniques, VOC requirements, and decorative color.*

