

PRODUCT DESCRIPTION

Kel-Seal Urethane Elastomeric is a premium quality exterior low sheen coating. Designed with a urethane acrylic resin to provide excellent weathering, elongation, and film strength that can bridge hairline cracks and smooth rough surfaces while providing a long lasting finish appearance. This product can also be applied in waterproofing system to protect against wind driven rain. For use on walls, trim and accents made of concrete, stucco and masonry.

FEATURES

- Flexible Smooth Finish
- Urethane Acrylic Protection
- Excellent Weathering

- Bridges Hairline Cracks
- Uniforms Rough Surfaces
- Waterproofing

PERFECT FOR

- Masonry
- Stucco
- Concrete Block

- Tilt-Up Concrete
- Stucco Homes
- Commercial Buildings

SUBSTRATES & SYSTEM RECOMMENDATIONS

PREP Properly prepare all new or previously painted surfaces. See 'Surface Preparation' on Page 2 for detailed instructions.

PRIME Prime surfaces with recommended Kelly Moore primer.

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| Masonry, Stucco & Fiber Cement Board | 1 Coat | 247 AcryShield Masonry Primer |
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| TOPCOAT | 1-2 Coats | Kel-Seal Urethane Elastomeric |
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BRUSH
Synthetic Bristle

ROLL
3/4" to 1 1/4"
Synthetic Cover

SPRAY
2000-2500 PSI
.023"-.027" Orifice Tip

FILM THICKNESS
16.0-20.0 Wet Mills
8.0-10.0 Dry Mills

PRACTICAL COVERAGE
80-100 sq ft/gal

DRYING TIME
@ 75°F & 50% R.H.
Touch: 2 Hours
Recoat: 24 Hours

WIND DRIVEN RAIN
Passes
(ASTM D6904)

WATER VAPOR PERMEANCE
>13 perms
(ASTM D1653A)

ELONGATION
>180%
(ASTM D2370)

TENSILE STRENGTH
>250 psi
(ASTM D2730)

SELF-PRIMING

Kel-Seal can be applied as a self-priming coating over previously painted surfaces and masonry.

See Pages 2 and 3 for self-priming specifications and application.

Ask a local Kelly-Moore representative for additional system recommendations.

SPECIFICATIONS

RESIN TYPE
Urethane Modified Acrylic

WEIGHT PER GALLON
10.3 ± 0.25 lbs.

SOLIDS BY VOLUME
50% ± 2%

FINISH
Low Sheen <10 @ 60°

SIZES AVAILABLE
1 & 5 Gallon Containers

BASES AVAILABLE
White &
Custom Tinted Colors

TEMPERATURE
50°F - 100°F

CLEAN-UP
Soapy Water

V.O.C.
<50 g/L
(per ASTM D6886)

MEETS THE V.O.C. LIMITS FOR

- CARB
- National AIM
- SCAQMD
- Green Seal GS-11
- LEED V4

KELLY-MOORE PAINT COMPANY INC.
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SPECIALTY PRIMER RECOMMENDATIONS**Porous Masonry**

521 Prime & Fill Block Filler

Stain Blocking

295 Kel-Bond Universal Primer

Chalky Surfaces

98 Multi-Seal

SELF-PRIMING SYSTEM

This product is self-priming over previously painted surfaces and masonry <9 pH. A minimum of 2 finish coats are required for touch-up, as well as sheen and color uniformity. Following the recommended recoat times is required between all applied coats. An appropriate primer or sealer is required when a porous substrate is present.

WATERPROOFING SYSTEM

A minimum of 2 separate topcoats are required for a waterproof system. A dry time of 24 hours is required between all applied coats. Separate topcoats should be sprayed and then backrolled to achieve a combined minimum of 16 dry mils, with less than 10 pinholes per square foot.

TOPCOATING

If desired, topcoat with a Kelly-Moore premium low sheen finish to reduce dirt pick up.

Topcoating this product with any Kelly-Moore exterior finish may reduce flexibility of the system. Cracking of the topcoat may occur with substrate movement.

Contact your Kelly-Moore representative for further system recommendations.

SURFACE PREPARATION

GENERAL All surfaces must be cured, firm, dry and cleaned free of dust, dirt, oil, grease, wax, chalk, rust, mildew or any other contamination or condition that would adversely affect the performance of the coating. Sand glossy, dense or glazed surfaces.*

NEW SURFACES All surfaces should be sound, free of contamination and dry. Masonry should have a moisture content of less than 12% as measured by a moisture meter.

PREVIOUSLY PAINTED SURFACES Remove any peeling, chalky or loosely adhering paint, sand to feather edges, dust clean (do not use tack rags). Sand glossy finishes.*

*See WARNING! below for existing leaded paint.

SAFETY INFORMATION

Avoid contact with eyes, skin and clothing. Do not take internally. Wash thoroughly after handling. Close container after each use. For additional safety information consult the Safety Data Sheet for this product.

USE ONLY WITH ADEQUATE VENTILATION**KEEP OUT OF REACH OF CHILDREN**

For proper disposal of excess material, please contact your local city or county waste management agency.

WARNING!

If you scrape, sand or remove old paint from any surface, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH approved respirator to control lead exposure. Carefully clean up with a wet mop or HEPA vacuum. Before you start, find out how to protect yourself and your family by contacting the U.S. EPA/Lead Information Hotline at 1- 800-424-LEAD (5323) or log on to www.epa.gov/lead.

APPLICATION

MIXING Mix well before use. Purchase enough paint to complete your project at the same time. If additional paint is needed, retain some of the original material and intermix the paint before application or touch up.

THINNING Apply at can consistency. If thinning is necessary to maintain workability, do not exceed one-half pint of water per gallon.

DRYING Dry times are based on standard conditions of 75°F with a relative humidity of 50%. Lower temperatures or higher humidity may extend drying times. Higher temperatures may speed drying time. Provide adequate ventilation and air movement during and after painting.

TEMPERATURE Do not apply when material, air, and/or surface temperature is outside of the recommendations on page 1. Store at room temperature and protect from freezing.

COVERAGE May vary depending on method of application, porosity and texture of the surface.

NEW SURFACES Prime surfaces following primer recommendations on Page 1 and 2.

Two finish coats will provide a more even color and sheen. It will also help with touch-up and durability.

Backroll while spraying to ensure an even coat. Backrolling the prime coat will fill in porous surfaces. Backrolling the topcoat will reduce pinholes, create uniform sheen, and make for easier touch-up.

Avoid lap marks by maintaining a wet edge at all times. Re-wet your applicator before it starts to run dry; any light spots, when dried, may appear different than heavy spots in both color and sheen. An even coat is your goal.

Lay the paint on and leave it alone. Be sure to give paint an opportunity to flow and level after application.

This product is not intended for use on floors.

PREVIOUSLY PAINTED SURFACES Glossy surfaces should be completely dulled prior to painting.

Spot prime bare and patched areas or prime entire surface with a suitable Kelly-Moore product.

When making a significant color change, a primer is recommended to aid hide and appearance of the finish coating. Follow application instructions for 'new surfaces' listed above.

STAIN BLOCKING When painting over stains or tannins, an appropriate primer is recommended before top coating. For heavy stains, a second coat of primer may be required. 24 hours are required between all coats.

FIBER CEMENT BOARD Follow primer recommendations on Page 1. A minimum of two finish coats at 4-6 wet mils are required over factory prime for sheen uniformity and touch up. Backroll spray applied topcoats.

CAULKING When filling voids, prime the surface then apply paintable patching, acrylic caulking, siliconized acrylic, or elastomeric caulking to the manufacturer's recommendations. Allow the caulking to fully dry, then apply the finish paint.

CONTAINERS AND TOOLS Transfer material into a clean container before use. Use new or thoroughly cleaned tools. To avoid contamination, do not re-dip applicators or add used material into containers being used for storage.

STORAGE Store material in a clean, tightly sealed container free of rollers, brushes, or other outside materials.

TESTING Prior to full application, apply a test patch to ensure the preparation and coating system are appropriate for the project. If test patch results do not meet the needs of the project, contact a Kelly-Moore representative for recommendations.

CURE Architectural coatings require up to 30 days after final application for full cure. Cure times vary depending on environmental conditions and air circulation. Full performance characteristics are achieved when coating has fully cured.

CLEANING Wait at least two weeks after application before attempting to clean or maintain the surface. Use a new soft cotton cloth or sponge with clean water to wipe the surface. If the surface has heavy dirt or stains, a mild detergent may be added to the water for cleaning. Clean tools with warm soapy water.

LIMITED WARRANTY

The statements made on this bulletin, product labels or by any of our agents concerning this material are given for information only. They are believed to be true and accurate and are intended to provide a guide to approved construction practices and materials. As workmanship, weather, construction equipment, quality of other materials and other variables affecting results are all beyond our control, Kelly-Moore Paint Company, Inc., does not make nor does it authorize any agent or representative to make any warranty of MERCHANTABILITY OR FITNESS for any purpose or any other warranty, guarantee or representation, expressed or implied, concerning this material except that it conforms to Kelly-Moore's quality control standards. Any liability whatsoever of Kelly-Moore Paint Company, Inc. to the buyer or user of this product is limited to the purchaser's cost of the product itself.