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For additional information on true 100% acrylic elastomeric coatings with the high-performance profile you need, contact your local Rohm and Haas technical representative or e-mail us at



Elastomeric Coatings

All Elastomeric Coatings Are Not Created Equal!



If It's An Elastomeric Coating You Want, Make Sure It's A True Elastomeric Coating You Get!

Elastomeric Coatings:

- ▶ Are Applied at 16 Mills or Greater.
- ▶ Are Applied In Two Coats To Assure Coverage and Waterproofing.
- ▶ Maintain Their Color Best In Whites, Off White, and Light Colors.
- ▶ Resist Wind Driven Rain.
- ▶ Bridge Hairline Cracks.
- ▶ Perform Over a Broad Temperature Range.
- ▶ Resist Picking Up Dirt.
- ▶ Are Alkali Resistant.

Here Are The Facts About A True High-Performance Elastomeric Coating, Also Known As An EWC (EWCs)

Enough Said. Make Sure You Get What You Are Paying For When You Request An Elastomeric Coating!

▶ A Properly Applied EWC Can Not Make Up For Poor Construction Techniques.

PERFORMANCE PROPERTIES TRUE ELASTOMERIC VS. "SO CALLED ELASTOMERIC"

	TRUE ELASTOMERIC COATING	SO CALLED ELASTOMERIC
ALKALI RESISTANCE	++	-
TENSILE STRENGTH, PSI ^a		
0° F.	725	4600
32° F.	350	1400
75° F.	225	450
ELONGATION, %		
0° F.	100	6
32° F.	165	68
75° F.	310	175
ABILITY TO BRIDGE CRACKS	EXCELLENT	POOR
DIRT PICK UP RESISTANCE	EXCELLENT	POOR
ABILITY TO WITHSTAND WIND DRIVEN RAIN	YES	MAYBE

^aTwo coats, cured 21 days at 77° F. and 50% relative humidity.
Tensile measured using ASTM D412-83 at a rate of 2 inches/minute using a dumbbell-shaped sample with an apparent $L_0 = 0.725$

Alkali Resistance

An accelerated alkali resistance test demonstrates the superiority of a true acrylic EWC compared to a so-called EWC. Results show that after five days in a caustic solution, the so-called EWC (left) displays severe degradation, while the true EWC (right) remains relatively unaffected.

Crack Bridging

Side by side comparison shows the superiority of true EWCs to so-called EWCs as exterior finishes for cracked masonry. After two months, the so-called EWC applied to the top half of the crack failed completely. In contrast, the true EWC applied to the bottom half remained intact after a full year of exposure with temperatures ranging from 0° F. to nearly 100° F.

Dirt Pickup Resistance

True EWCs based on 100% acrylic emulsions (left) possess much better ultraviolet stability and resistance to dirt pickup than silicone formulations (right). As a result, the acrylic EWC looks much more attractive after 36 months of horizontal, face-up exposure.