



**Movement from temperature change**

**causes cracks, even in the highest**

**quality masonry construction.**

**But now you can eliminate**

**the unsightly appearance**

**of masonry cracking and**

**reduce the risk of long-term**

**structural problems.**

In the heat of day and the cool of night, buildings move. All buildings do. Thermal expansion and contraction are natural occurrences. Sometimes cracking and surface degradation result, marring the appearance of masonry walls. In addition, once walls are cracked, water and acidic rain can penetrate to the interior of the walls, eventually destroying cement, masonry or stucco. That's why elastomeric wall coatings with 100% acrylic binders were developed.



### **Elastomeric Wall Coatings With 100% Acrylic Binders Are The Simple Solution.**

Acrylic-based elastomeric wall coatings provide a decorative, flexible, dirt-resistant exterior finish. They tolerate building movement better than inflexible coatings because they can literally “bridge” cracks — spanning the crack as it opens and expands, and recovering as the crack contracts. Day after day, month after month, year after year.

These elastomeric wall coatings are weatherable and extremely durable, to help buildings keep their attractive, like-new appearance for years to come. They're easily formulated and can be made in many colors. And their ability to resist ultraviolet degradation ensures they'll retain their color, texture and overall appearance.

**Get Top Performance From Your Elastomeric Wall Coatings With The New Generation Of 100% Acrylic Binders From Rohm And Haas.**

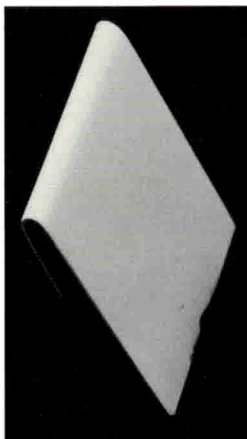
Our high-quality 100% acrylic binders provide elastomeric wall coatings with performance benefits no other binders can offer. These Rohm and Haas acrylic binders provide the ultimate combination of low-temperature flexibility and resistance to dirt pickup.

**100% Acrylic Binders For The Best Low-Temperature Flexibility.**

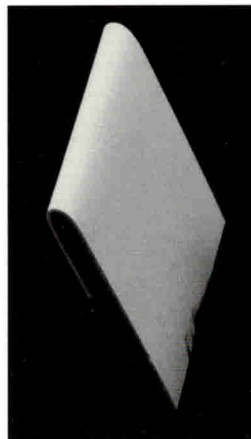
Elastomeric wall coatings formulated with Rohm and Haas acrylic binders are unsurpassed for low-temperature flexibility — a real concern for buildings in colder climates.

In this mandrel test, for example, two Rohm and Haas 100% acrylic elastomeric formulations and one competitive formulation were applied equally to panels at a thickness of 15-18 mils. The panels were dried for three days, then second coats were applied and allowed to dry for 14 days.

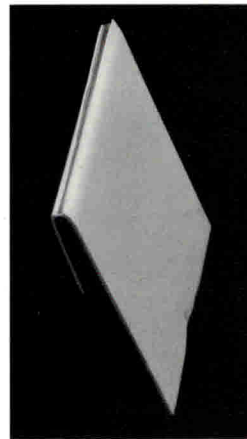
Next, the panels were exposed for four hours to a temperature of -15°F/26°C, then were flexed 180° over a 1/8" mandrel and examined for cracking. Only the elastomeric wall coatings formulated with binders from Rohm and Haas withstood the cold and curvature without failing, while the other coating embrittled and cracked.



*Rohm and Haas  
Formulation A*



*Rohm and Haas  
Formulation B*



*Competitive  
Formulation*



ST. MARY'S BASILICA,  
PHOENIX, AZ.

Photo courtesy of Thoro System Products.

CASA BLANCA  
CONDOMINIUMS,  
SCOTTSDALE, AZ.



Photo courtesy of STO-Industries.

## Rohm And Haas 100% Acrylic Binders Give Elastomeric Wall Coatings The Best Resistance To Dirt Pickup.

When formulated with these binders from Rohm and Haas, elastomeric wall coatings cure into a smooth, non-tacky surface that makes it extremely difficult for dirt to accumulate. So the new exterior will continue to look beautiful for many years.



*Rohm and Haas Formulation*



*Competitive Formulation A*

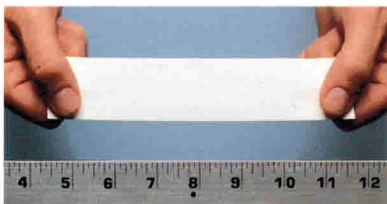


*Competitive Formulation B*

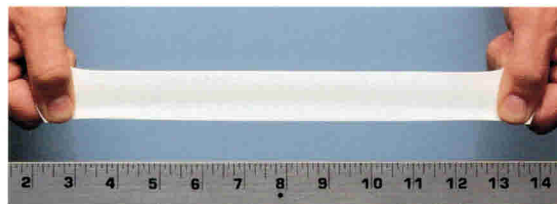
As part of a dirt pickup resistance test, elastomeric wall coatings (EWCs) were applied to a series of concrete pylons in Philadelphia, PA. After eight months' exposure, EWCs made with Rohm and Haas 100% acrylic binders (an example is shown above) demonstrated outstanding resistance to dirt pickup, far better than that of EWCs made with competitive binders. All EWC formulations were at 35% PVC and 52% volume solids. Differences in performance represent binder effects.

## It's A Protective Exterior Coating That Stretches.

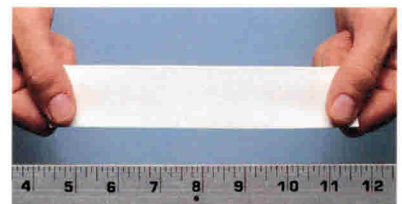
These are photos of an elastomeric wall coating made with acrylic binders from Rohm and Haas. When pulled on gently with the fingertips, the coating elongates. When released, it returns to its original shape without wrinkling. That's exactly how it works on the outside of buildings. A lightweight, elastic coating that flexes and resists cracking, thus sealing out moisture and the elements.



*Stable*



*Stretched*



*Recovered*



**Formulated To Suit Any Climate.**

Elastomeric wall coatings made with acrylic binders from Rohm and Haas can be specifically formulated to meet the demands of even the harshest environment. So whether the masonry structure is in Minnesota, Puerto Rico, or anywhere in the world, there's a formulation uniquely suited to that location.

**Elastomeric Wall Coatings Made With 100% Acrylic Binders Can Be Formulated Into A Rainbow Of Beautiful Colors.**

Coatings of virtually any color can be made. Vibrant tints, gentle hues and subtle shades can be created, giving a wide spectrum of decorative options. The only limitation is your imagination.



**Ease Of Application Is Another Attraction.**

Elastomeric wall coatings made with 100% acrylic binders from Rohm and Haas are easy to apply to building exteriors. All it takes is a roller, spray gun or even a brush. And it won't take long. Properly formulated coatings go on quickly, smoothly and evenly. And because these elastomeric wall coatings are water-based, cleanup is fast.





THE WESTIN RESORT,  
HILTON HEAD ISLAND,  
SC.

Photo courtesy of IPA Systems.

THE PERDIDO TOWERS  
CONDOMINIUMS,  
PENSACOLA, FL.

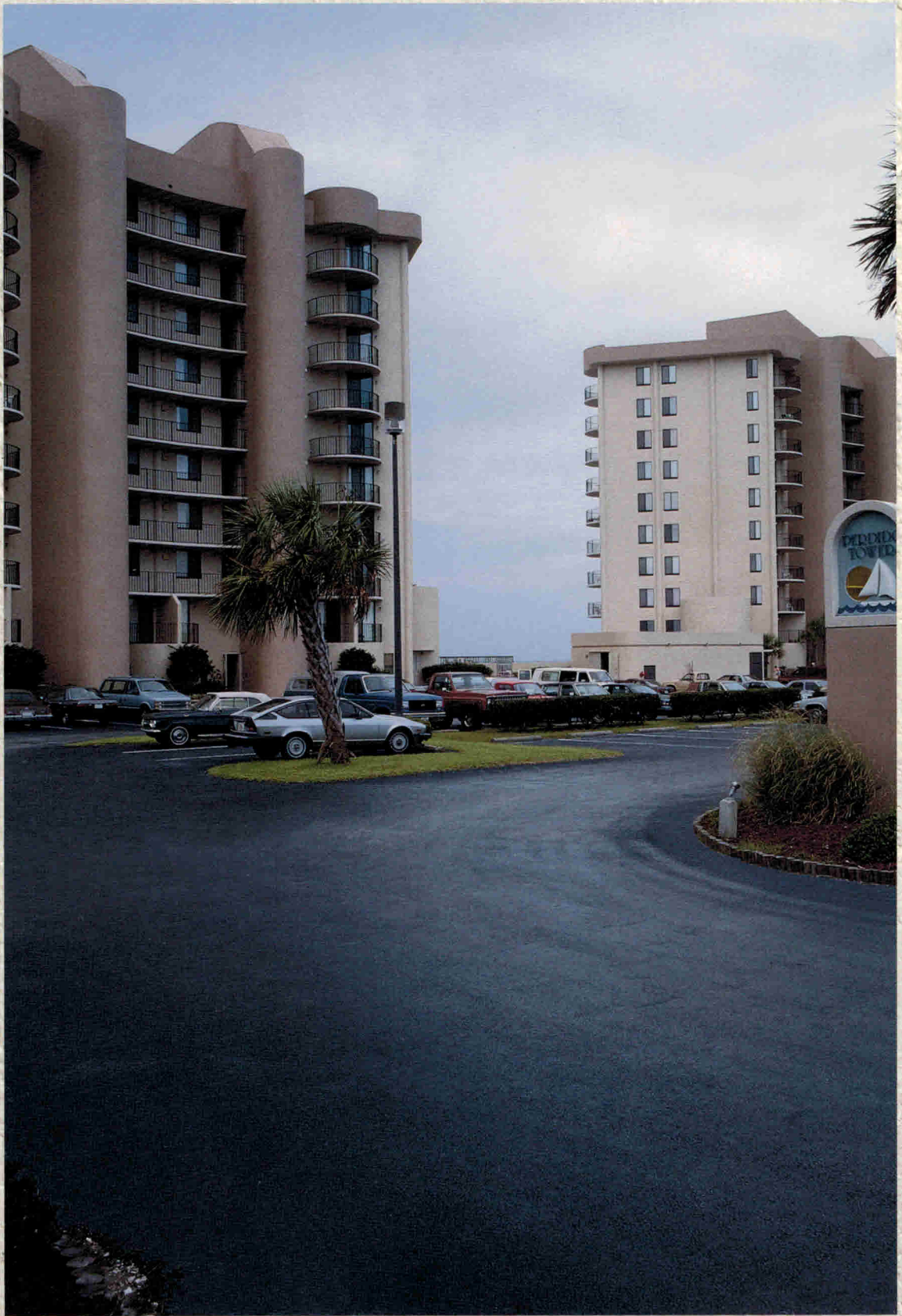



Photo courtesy of Dryvit Systems, Inc.



**Elastomeric Coatings Have Gone To The Wall For Some Tough Customers.**

Each of the installations pictured in this brochure has its own unique structural and geographic circumstances with which to contend. Yet all of them now enjoy the combined benefits of elastomeric wall coatings based on 100% acrylic binders from Rohm and Haas: outstanding dirt resistance, superior low-temperature flexibility, and exceptional weatherability. One glance, and it's easy to imagine how beautiful these durable coatings could look on any building.

**The Next Move Is Yours.**

Nothing accommodates building movement like elastomeric wall coatings based on 100% acrylic binders from Rohm and Haas. And nobody knows acrylic technology better than we do. For more information on our binders, or to arrange a no-obligation visit by a Rohm and Haas technical representative, simply complete and return the enclosed business reply card. And we'll get moving!