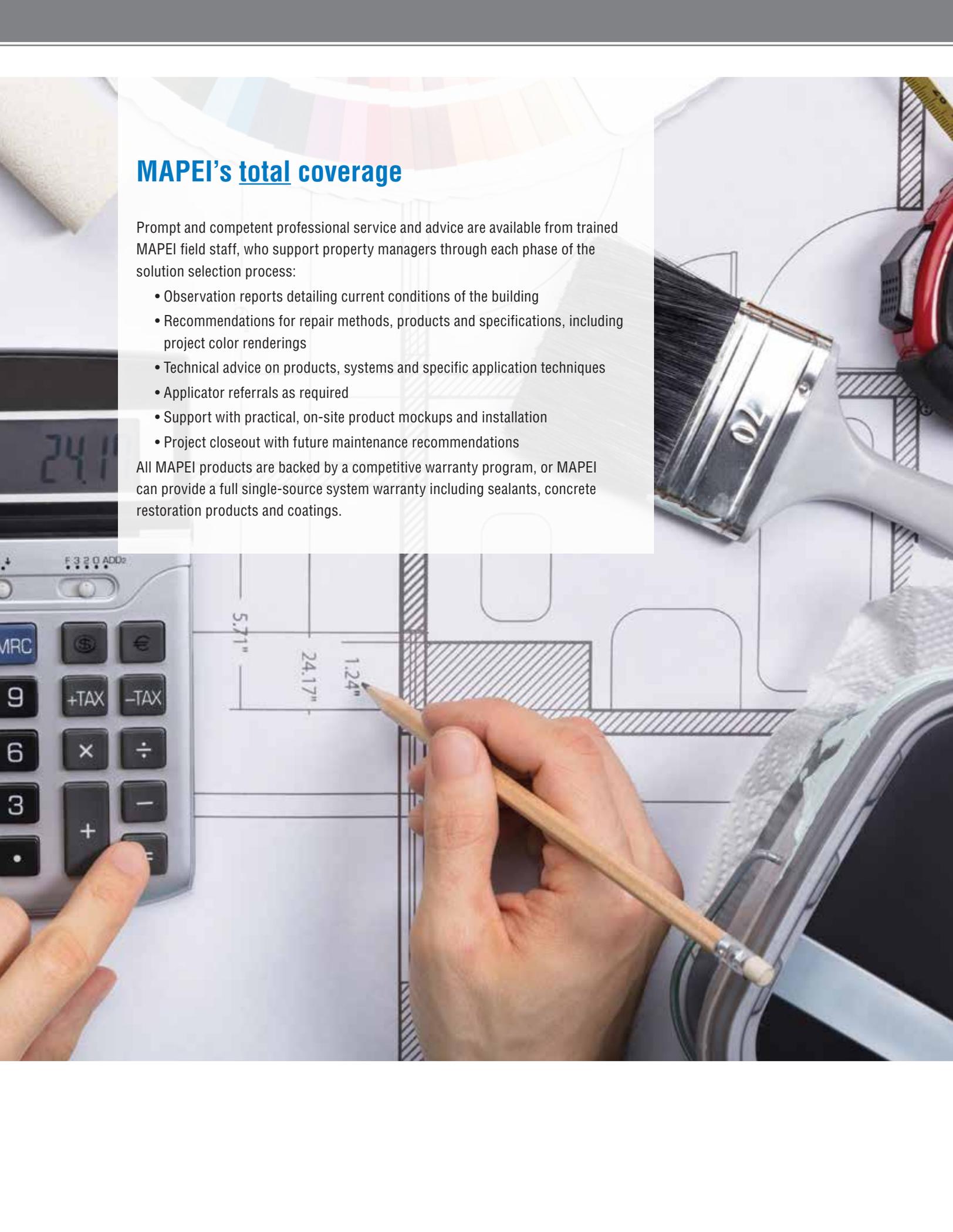


# MAPEI **COATINGS:** LASTING STRENGTH AND BEAUTY

First impressions count. The exterior of your building can be the best advertisement for your property.

Let us share our expertise and value-added services to help make your job easier. With one of the largest product portfolios on the market, MAPEI can be your single-source provider for exterior restoration.





## MAPEI's total coverage

Prompt and competent professional service and advice are available from trained MAPEI field staff, who support property managers through each phase of the solution selection process:

- Observation reports detailing current conditions of the building
- Recommendations for repair methods, products and specifications, including project color renderings
- Technical advice on products, systems and specific application techniques
- Applicator referrals as required
- Support with practical, on-site product mockups and installation
- Project closeout with future maintenance recommendations

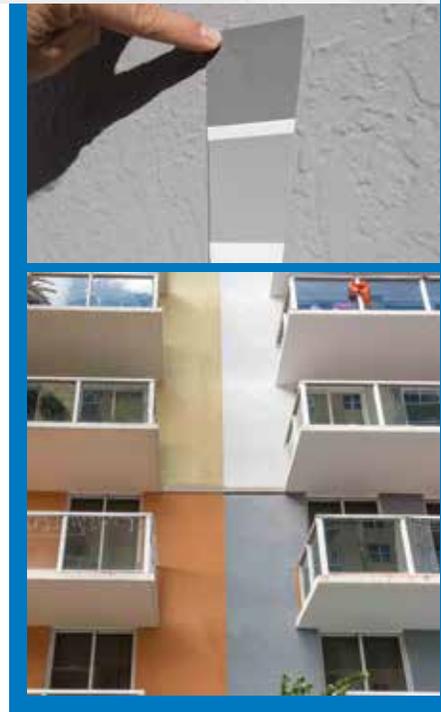
All MAPEI products are backed by a competitive warranty program, or MAPEI can provide a full single-source system warranty including sealants, concrete restoration products and coatings.



## More than just color

When it comes to property maintenance, there is a lot more to consider than just a coat of paint. Property managers and owners are making an investment in the protection of a valuable asset against the effects of sometimes severe climatic and environmental conditions. As a manufacturer, MAPEI recognizes that many considerations are important to the long-term performance of a building:

Cause	Effect
Coastal environment and salt-laden air	Chloride contamination of the concrete leads to corrosion of reinforcing steel and spalling
Constant exposure to sunlight	Accelerated aging of the coating, fading of color pigment and degradation of the paint binder
Wet/humid climate	Continuous moisture/vapor exposure leads to accelerated degradation of concrete/reinforcing steel
Wind-driven rain	Penetration of water carrying soluble contaminants into the substrate
Freeze/thaw conditions	Freezing of water within the concrete can cause scaling and fractures that enlarge cracks
Impact damage	Cracks and possible structural damage leading to more severe degradation
Runoff water management	Ponding creates a concentration of contaminants, causing staining and potential moisture ingress
Anti-icing and de-icing chemicals	These contain chloride ions, which contribute to the corrosion of reinforcing steel
Damp/humid conditions	Potential for mold and mildew growth in addition to continued wet/dry cycling of the substrate
Urban population centers	High levels of CO <sub>2</sub> and acid rain accelerate concrete carbonation



In this fast-paced and competitive marketplace, there are a variety of confusing, even potentially incompatible, choices when it comes to selecting building restoration products. By selecting MAPEI for single-source solutions, you can remove the guesswork from your projects.

## Elastocolor® high-performance coatings

The *Elastocolor* coatings line is part of MAPEI's extensive Concrete Restoration Systems (CRS). The coatings can be used either in standalone decorative systems or as the perfect companion products for a complete facade restoration.



*Elastocolor Primer AR* is for use on exterior, above-grade, new and previously coated concrete and masonry surfaces. It protects subsequent coatings from the damaging effects of high pH present in freshly placed cement-based products.



*Elastocolor Primer WB* is a water-based, 100%-acrylic primer designed for use on porous, chalking and new above-grade and exterior substrates. It promotes adhesion of coatings onto concrete, brick, masonry, mortar and EIFS systems.



*Elastocolor Flex* is a high-build, elastomeric waterproof coating with superior elongation to bridge dynamic cracks, compensate for continued movement in the structure and provide long-term moisture protection. Offering excellent freeze/thaw durability to help prevent cracking, *Elastocolor Flex* is available in smooth and fine (sanded) textures for concrete, mortar, masonry, stucco and EIFS systems.



*Elastocolor Coat* is a high-performance, high-build, 100%-acrylic coating with exceptional application characteristics that will save on material and labor costs. It provides long-term durability, with resistance to UV light and wind-driven rain, and remains highly permeable to water vapor. *Elastocolor Coat* protects and decorates above-grade, vertical concrete and masonry walls. It is available in smooth and fine (sanded) textures as well as unlimited custom colors.



*Elastocolor Paint* is a high-quality, water-based, 100%-acrylic coating that forms a protective film for use on above-grade, exterior/interior concrete, masonry, stucco, fiber-reinforced polymer (FRP) composites and EIFS systems. It is available in a wide range of standard colors and unlimited custom colors.



*Elastocolor Texture* is a specially designed coating for use on exterior, above-grade, new and previously coated concrete and masonry surfaces. *Elastocolor Texture*'s unique blend of aggregates produces an attractive, high-build, textured finish. Use it on restoration projects to reduce the appearance of surface imperfections and repairs or wherever a uniform textured finish is desired.





## Single-source project solutions

MAPEI offers the products, technical support, engineering, experience and know-how to solve all the restoration issues that property managers and owners face in their efforts to maintain a building's structure and aesthetics.

- 1. Corrosion protection:** A variety of products for the repair and protection of embedded steel reinforcement
- 2. Concrete repair mortars:** Modified cementitious products for vertical, overhead and horizontal repairs including facades, overhead beams, balconies, ceilings and walkways
- 3. Protective and decorative coating systems:** *Elastocolor* acrylic coatings for the ultimate aesthetic finish and long-term protection against damaging environmental and climatic conditions
- 4. Sealants:** A range of high-performance sealants with superior adhesion to secure fenestrations, joints, cracks and other wall penetrations
- 5. Crack repair:** A range of solutions for horizontal or vertical crack repair, with epoxy injection resins or expanding polyurethane closed-cell foam
- 6. Waterproofing:** A comprehensive line of waterproofing materials — from the industry-leading *Mapelastic*® fluid-applied, flexible cementitious membrane to negative-side and below-grade solutions
- 7. Structural repair:** Fiber-reinforced polymer (FRP) systems that include a range of carbon fiber materials with impregnating epoxy resins where structural reinforcement is required
- 8. Parking deck repair:** A range of epoxy and polyurethane systems designed to provide waterproofing and protection on concrete substrates that are subjected to pedestrian and vehicular traffic

MAPEI's concrete restoration products and systems are all fully compatible with each other, making your decision easier by simplifying the specification and application process.

## Recent projects



### Blue Lagoon Condominiums

Miami, Florida

*Elastocolor Coat*



### JW Marriott Miami

Downtown Miami, Florida

*Mapefer™ 1K, Planitop® 12 SR,  
Elastocolor Primer WB, Elastocolor  
Flex Fine, Elastocolor Coat Smooth*



### Aperture Living Development

Vancouver, British Columbia

*Elastocolor Flex*

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To experience the MAPEI difference and discuss possible solutions for your property, please contact us at 1-800-42-MAPEI for details of the MAPEI representative in your area.

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MAPEI USA  
MAPEI Canada

### MAPEI Headquarters of North America

1144 East Newport Center Drive  
Deerfield Beach, Florida 33442  
1-888-US-MAPEI (1-888-876-2734) /  
(954) 246-8888

### Technical Services

1-888-365-0614 (U.S. and Puerto Rico)  
1-800-361-9309 (Canada)

### Customer Service

1-800-42-MAPEI (1-800-426-2734)

### Services in Mexico

0-1-800-MX-MAPEI (0-1-800-696-2734)

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