

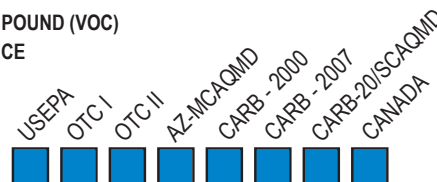
# PRODUCT DATA

## TRUEHUE™

Concentrated, deep penetrating, semi-transparent,  
non-fading, vibrant decorative stain for exterior  
concrete surfaces

VOLATILE ORGANIC COMPOUND (VOC)  
REGULATORY COMPLIANCE

TRUEHUE



## HOW IT WORKS

TRUEHUE is a concentrated stain containing a blend of non-fading, micronized inorganic pigments dissolved in a deep penetrating polar solvent system designed to give textured concrete surfaces an attractive variegated or marbled decorative appearance. TRUEHUE can be diluted with acetone in varying concentrations to achieve a range of opacity ranging from translucent to fully opaque. Multiple colors can be mixed together or applied separately to create a truly unique color appearance.

## APPLICATIONS

- ◆ For staining all commercial and residential exterior concrete surfaces.
- ◆ Ideal for use on patios, outdoor dining areas, walkways, entryways, breezeways, sidewalks, driveways and parking lots.

## ADVANTAGES

- ◆ Quickly and inexpensively transforms plain gray concrete into a custom decorative surface with a unique and attractive appearance.
- ◆ Concentrated and designed to be diluted 1:7 with acetone, but can be diluted more or less to achieve the desired variegated or marbled appearance and opacity.
- ◆ Must be sealed or coated to lock-in stain color; can use a variety of sealer options ranging from high gloss solvent-based sealers to low gloss or satin finished water-based sealers.
- ◆ Dries quickly and ready to be top coated or sealed within 30 minutes.
- ◆ Available in 12 standard colors, but can be blended in the field to create an infinite number of color options.
- ◆ Composed of micronized, ultrafine, inorganic pigments that will not fade, discolor or yellow when exposed to direct long-term, exterior weather conditions.
- ◆ The nano-pigment particles in TRUEHUE penetrate deep into concrete micropores and capillaries, to provide long-term protection from surface wear.
- ◆ Easily applied using an inexpensive acetone-resistant hand pump, tank sprayer.
- ◆ Does not interfere with the natural vapor transmission properties of concrete, and will not peel, flake or blister.
- ◆ Can be used to produce an appearance similar to acid staining on exterior concrete with more color options and in significantly less time compared to acid staining.
- ◆ Meets all federal and state VOC requirements throughout the U.S. and Canada.

## ⚠ PRECAUTIONS ⚠

- ◆ Using acetone or other flammable solvents to dilute is not recommended in interior applications. TRUEHUE should only be applied in well-ventilated areas eliminating all sparks and other ignition sources.
- ◆ Designed for application to textured (stamped, broom or float finished) concrete. Application to smooth finished or steel troweled concrete surfaces can result in reduced surface penetration and possible delamination or blistering.
- ◆ Not designed as a final wearing surface and must be sealed or coated with a clear sealer prior to use.
- ◆ Prior to application, all surface contaminants such as curing compound residue, decorative sealers, coatings, oil, grease and dirt must be removed.
- ◆ Not for application to frozen or wet concrete or concrete that is less than 28 days old.

## USE INSTRUCTIONS

- ◆ Request current product literature, labels, and safety data sheets from manufacturer and read thoroughly before product use.
- ◆ Site environmental conditions, substrate conditions, and construction have a major effect on product selection, application methods, procedures and rates, appearance, and performance. Product literature provides general information applicable to some conditions. However, an adequate site test application by the purchaser or installer in advance of field scale use is mandatory (irrespective of any other verbal or written representations) to verify that product and quantities purchased can be satisfactorily applied and will achieve desired appearance and performance under intended use conditions.
- ◆ Concrete to be stained must be at least 28 days old, dry and clean of all surface contaminants to include curing compound residue, sealer residue, efflorescence, paint, dirt, oil and grease. Efflorescence and stain residue should be removed with a pressure washer. Sealers can be removed with Nox-Crete's DECO-PEEL or DECO-STRIP. Other contaminants can be removed with Nox-Crete's BIO-CLEAN PLUS.
- ◆ TRUEHUE is concentrated and must be diluted with acetone prior to use. The recommended dilution ratio is 1:7 but can be diluted more or less depending upon the desired appearance.

Decorative Concrete Stain

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- ◆ Typical application rate on clean, textured concrete is 100 - 500 sf / gal. (2.45 - 12.28 sm/L) depending on surface conditions and porosity.
- ◆ When diluting with acetone, extreme caution must be exercised during the mixing and application of TRUEHUE to ensure proper ventilation and the avoidance of all sparks or other sources of ignition. All containers of True-Hue must be hand mixed and the use of power drills or electric mixers should be avoided to reduce the risk of an explosion or fire.
- ◆ TRUEHUE is designed to be applied in two coats. More coats may be required depending on surface conditions and porosity. A minimum of 30 minutes dry time is recommended between coats to reduce color bleeding between coats.
- ◆ TRUEHUE should be applied with a drip-less, acetone resistant, hand-pump tank sprayer outfitted with a 0.5 gpm (2.0 lpm) or larger conical or cone type spray tip. Apply in a circular motion to create a variegated or marbled appearance, and apply in a linear motion to create a more uniform appearance. Multiple colors can be applied independently for a base or layered appearance or blended for a unique color appearance. To avoid the appearance of an overlap, always maintain a wet edge using edges, walls or joints as start and stop points. The stain should appear wet on the concrete surface for 10 to 20 seconds. Puddles should be removed promptly prior to drying. A roller (3/8" nap, shed-free) may be used for application in sensitive areas or for removing puddles.
- ◆ Clear sealers and top coats can generally be applied within 30 minutes after application of stain. Contact Nox-Crete Customer Service for sealer and top coat recommendations.
- ◆ Sealers and top coats should be applied with an airless sprayer (preferred method) or hand-pump, tank type sprayer. In order to avoid dissolving the stain, pooling of the sealer or top coat should be avoided. Can be applied with a roller (3/8" nap, shed-free), but should be applied using a drip pan - not dumped and spread - and should not be overworked.

## TECHNICAL DATA

Odor	Mild-Sweet Odor (Undiluted)
Flash Point (PMCC)	>110°F (Undiluted); >0°F (Diluted with Acetone)
VOC (when diluted with Acetone)	<70 g/L
VOC Classification	Waterproofing sealer concrete & masonry
% Solids	24-34% (Undiluted)
Solubility Density	Not soluble in water. Soluble in Acetone
Bulk Density	1.039 – 1.165 (Undiluted)
Recommended Dilution Ratio	1:7 for opaque finish
Color Options	(See color chart)

Note: When diluted with a VOC exempt solvent, the flash point and flammability of the diluted product may change depending upon the solvent used. The flash point of ACETONE is 0 deg F (-18 deg C). Only use in open and well-ventilated areas. Eliminate all sparks and other sources of ignition.



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## PACKAGING

TRUEHUE is packaged in 1 pint/16 oz (473 ml) plastic containers and is sold in cases of four per case.

## SHELF LIFE

Shelf life is 2 years. Use before the "USE BY" date stated on product packaging.

## HANDLING/STORAGE

Store in a dry location within a temperature range between 40° F (4° C) and 100° F (38° C).

## AVAILABILITY & TECHNICAL SERVICES

In addition to corporate offices in Omaha, Nebraska, Nox-Crete, Inc., maintains regional offices and distribution centers in principal markets throughout the world. For source or technical information, call 800-669-2738 or 402-341-2080.

## LIMITED WARRANTY

### NOTICE-READ CAREFULLY

#### CONDITIONS OF SALE

NOX-CRETE offers this product for sale subject to, and Buyer and all users are deemed to have accepted, the following conditions of sale and limited warranty which may only be varied by written agreement of a duly authorized corporate officer of NOX-CRETE. No other representative of or for NOX-CRETE is authorized to grant any warranty or to waive limitation of liability set forth below.

#### WARRANTY LIMITATION

NOX-CRETE warrants this product to be free of manufacturing defects. If the product when purchased was defective and was within use period indicated on container or carton, when used, NOX-CRETE will replace the defective product with new product without charge to the purchaser.

NOX-CRETE makes NO OTHER WARRANTY, either express or implied, concerning this product. There is NO WARRANTY OF MERCHANTABILITY. In no case shall NOX-CRETE be liable for special, indirect or consequential damages resulting from the use or handling of the product and no claim of any kind shall be greater in amount than the purchase price of the product in respect of which damages are claimed.

#### INHERENT RISKS

NOX-CRETE MAKES NO WARRANTY WITH RESPECT TO THE PERFORMANCE OF THE PRODUCT AFTER IT IS APPLIED BY THE PURCHASER, AND PURCHASER ASSUMES ALL RISKS ASSOCIATED WITH THE USE OR APPLICATION OF THE PRODUCT.

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