



**PRODUCT DATA SHEET**  
**PROD. #1430 – COARSE TEXTURE**  
**RICH FLEX 100% ACRYLIC**  
**ALKALI RESISTANT TEXTURED FINISH**



**PRODUCT DESCRIPTION**

Richard's Rich Flex 100% Acrylic Alkali Resistant Coarse Textured Finish is a specially formulated 100% acrylic coarse texture finish coating designed for application to both interior and exterior cementitious surfaces. Its special formula not only adds a decorative texture to the surface, but it also helps minimize surface defects and provides excellent durability. Easy to apply, it provides excellent coverage, has excellent weathering properties, and resists "alkali burn", commonly associated with new cementitious surfaces. It offers excellent product versatility, dries fast, is mildew resistant, non-yellowing, resists sagging and fading, is efflorescence resistant, and meets MPI Standard #42 of the Master Painters Institute's approved products list.



PRODUCT FEATURES	PRODUCT USES	PERFORMANCE QUALITIES	
<ul style="list-style-type: none"> <li>100% Acrylic Formula</li> <li>Excellent Coverage</li> <li>Excellent Durability</li> <li>Minimizes Surface Defects</li> <li>Prevents Alkali Burn</li> <li>Resists Sagging &amp; Fading</li> <li>Mildew Resistant</li> <li>Easy To Apply</li> </ul>	<p><i>Suitable for, but not limited to the following properly prepared surfaces;</i></p> <p><b>INTERIOR/EXTERIOR</b></p> <ul style="list-style-type: none"> <li>Masonry</li> <li>Concrete Block</li> <li>CMU</li> <li>Concrete</li> <li>EIFS Stucco</li> <li>Stucco</li> <li>Cementitious Siding</li> <li>Plaster, Brick</li> <li>Gypsum Drywall</li> <li>Wood</li> <li>Ferrous Metal</li> <li>Non-Ferrous Metal</li> </ul> <p><b>Great For Interior &amp; Exterior Use!</b></p>	<p><b>Product Quality:</b> Premium Architectural</p> <p><b>Product Use:</b> Interior &amp; Exterior</p> <p><b>Application:</b> Brush, Roller &amp; Texture Spray</p> <p><b>Product System:</b> Water-Based</p> <p><b>Sheen:</b> Flat</p> <p><b>MPI Standards:</b> #42</p> <p><b>VOC Compliance:</b> AIM, LADCO/OTC Phase I &amp; II, CARB</p>	

**SURFACE PREPARATION**

**GENERAL:** The entire surface area to be painted should be clean, dry, sound, and free from dirt, grease, oils, waxes, mildew and any other surface contaminants that may adversely affect the performance of this coating material.

- PREVIOUSLY PAINTED SURFACES:** Remove any loose, scaling, cracked or peeling paint from previously painted surfaces by hand scraping, sanding, wire brushing or by power tool cleaning methods, such as electric sanders or grinders, etc. Sand all rough paint edges smooth to adjacent surface area. Sand all glossy surfaces to dull existing finish. Spot prime all bare surface areas with same primer material and allow to thoroughly dry before applying finish coatings.
- SURFACE REPAIRS:** Repair/replace any damaged and/or delaminated surface areas with the proper recommended patching and/or building materials. Allow patching materials to dry thoroughly before application of paint coatings
- METAL SURFACES:** For metal surfaces, remove any loose rust, mill scale, rust deposits or white rust from metal surface in accordance with SSPC-SP 2 – Hand Tool Cleaning specifications, or by power tool cleaning methods, such as electric sanders or grinders according to SSPC-SP 3 – Power Tool Cleaning specifications, as set forth by The Society for Protective Coatings. Previously painted surfaces, whereby the existing paint show signs of serious deterioration should be completely removed in accordance with SSPC-SP 6 – Commercial Blast Cleaning, or SSPC-SP 10 – Near White Blast Cleaning specifications.
- DRYWALL:** Insure that the surface is dust & chalk free, and primed with recommended primer.
- MASONRY / CONCRETE:** All new masonry surfaces should be allowed 30 – 90 days to properly dry/cure in accordance with industry standards. The surface should be tested for pH and alkali levels. Surface should not read higher than 8.5 – 9 level.
- WOOD:** All new wood surfaces must be clean, dry and sound, and should be properly primed and painted before installation or immediately after. Remove any grade stamps or pencil marks from new wood by lightly sanding. Wood moisture content should be below 15% and wood surfaces that have a mill glaze should be sanded to allow for proper adhesion.
- MILDEW:** Surface areas affected by mildew should be treated with a commercial mildew removal and/or wash product carefully following manufacturer's application and safety directions. Rinse thoroughly with clean water, and allow a minimum of 24 hours to dry thoroughly.

**WARNING!** If you scrape, sand or remove old paint, 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. Clean up carefully with a HEPA vacuum and wet mop. Before you start, find out how you can protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-Lead, or log onto [www.epa.gov/lead](http://www.epa.gov/lead).

**TECHNICAL DATA**

- COLORS:** White
- TINTING:** Universal Colorants (up to 2 oz. per gal.)
- VEHICLE TYPE:** 100% Acrylic
- VISCOSITY:** 116 KU ± 3
- GLOSS @ 60°:** Flat | 0-5 units – MPI Gloss Level 1
- FLASH POINT:** N/A
- COATING VOC:** Not to Exceed 100 g/l – 0.84 lbs./gal. (Meets AIM, LADCO/OTC Phase I & II, CARB Standards)
- SOLIDS BY VOLUME:** 45.13% ± 2%
- SOLIDS BY WEIGHT:** 52.52% ± 2%
- ESTIMATED COVERAGE:** 50 – 75 SFFG (Coverage will vary significantly depending on application method, surface porosity and condition of the surface.)
- RECOMMENDED MIL FILM:** (Estimated @ 75 SFFG)  
**Wet:** 21.4 mils      **Dry:** 9.6 mils
- ESTIMATED DRY TIME:** (@ 70° F & 50% Relative Humidity)  
**To Touch:** 2 - 4 hrs.  
**Recoat:** 4 - 6 hrs.  
*(Actual dry time may vary according to relative humidity, temperature, color, applied film build and air movement.)*
- DRIES BY:** Coalescence / Solvent Evaporation
- CLEAN UP:** Warm Soap & Water
- THINNING:** Clean Water
- WEIGHT/GAL:** 9.58 lbs.
- SHELF LIFE:** 2 - 3 years unopened.
- PACKAGING:** Qts. – N/A | Gal. – 4/cs. | 5 Gal. - Each

## RECOMMENDED PRIMER COATINGS

Although formulated to be self-priming on sound and properly prepared painted surfaces, the following Richard's primers are recommended for use on new or bare substrates;

- **New Gypsum Drywall / Plaster:**
  - 7-11, HOLZTITE Latex Primer/Sealer Undercoater
  - 7-22, HOLZTITE Universal Alkyd Primer/Sealer Undercoater
  - 26, HOLZOUT 100% Acrylic Primer/Sealer Stain Killer
- **New Wood:**
  - 7-22, HOLZTITE Universal Alkyd Primer/Sealer Undercoater
  - 26, HOLZOUT 100% Acrylic Primer/Sealer Stain Killer
- **New Masonry**
  - 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
  - 1414, Rich Flex Alkali Resistant Acrylic Masonry Primer
- **New Non-Ferrous, Aluminum & Galvanized Metal:**
  - 1017, Rust Shield Zinc Chromate Metal Primer
  - 1215/1220, Rust Shield II 100% Acrylic DTM Gray/White Metal Primers
- **New Ferrous Metal:**
  - 1015, Rust Shield Red Oxide Metal Primer
  - 1018, Rust Shield Rust Inhibitive Metal Primer
  - 1120, Industrial Coatings Universal Primer
- **Previously Painted Surfaces:**
  - 56, Signature Series Waterborne Epoxy Ester Bonding Liquid
  - 1791, Rich Flex 100% Acrylic Pigmented Multi-Surface Conditioner

## APPLICATION EQUIPMENT

- **Brush Application:** Apply using a quality nylon, polyester, or combination nylon/polyester bristle brush.
- **Roller Application:** Apply using a ½" - 1¼" nap synthetic or lamb's wool roller cover, depending on the texture and surface porosity.
- **Spray Application:**
  - **Pump:** Hopper / Texture Sprayer
  - **Pressure:** Minimum 1000 PSI / 3.0 gpm
  - **Tip:** 3mm – 12 mm
  - **Hose:** ¾ inch (10 mm) – 1 inch (25mm)

## CLEAN UP & THINNING INSTRUCTIONS

**Clean Up:** Clean up any minor spills and splatters immediately with warm soapy water, as well as all painting tools and airless equipment. More serious spills should be contained and removed with inert absorbent material. Dispose of contaminated absorbent, container, and unused contents in accordance with local, state and federal regulations.

**Thinning:** Stir thoroughly and apply as it comes from the container. Thinning is not necessary. However, if thinning is required, you may add clean water up to ½ pint per gallon.

## LIMITED WARRANTY

Richard's Paint Mfg. Co., Inc. warrants our products to meet the application, appearance and performance properties stated on the label. This Limited Warranty shall not apply to any defect or damage resulting from improper surface preparation, structural defects, failure of a previous paint or improper application of the coating, as described in the directions on the label of this container. If this product is found not to perform as specified, Richard's Paint will, at its option and upon presentation of proof-of-purchase (the original receipt), either furnish an equivalent amount of new product or refund the original purchase price of this product to you. **ALL OTHER WARRANTIES ARE EXCLUDED BY RICHARD'S PAINT MFG. CO., INC., EXPRESSED OR IMPLIED, STATUTORY, BY OPERATION OF LAW OR OTHERWISE, INCLUDING MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.**

## LIMITATIONS

Seller's liability for any reason is expressly limited to reimbursement of the purchase price of the materials sold after proof of purchase is provided to the seller. **THIS WARRANTY EXCLUDES (1) LABOR AND COSTS ASSOCIATED WITH LABOR FOR THE APPLICATION OR REMOVAL OF ANY PRODUCT, AND (2) ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OR RESULTING FOR ANY REASON UNDER THE SALE, HANDLING, OR USE OF GOODS SOLD.** Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights, which vary from state to state. This Limited Warranty may not be transferred or assigned.

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## PRODUCT APPLICATION – General

Richard's Rich Flex 100% Acrylic Alkali Resistant Coarse Textured Finish may be easily applied with a quality brush, roller, or spray equipment as follows;

- Stir thoroughly in a spiral up and down motion before and during application to keep product completely mixed.
- For best results, it is recommended to apply two finish coats.
- To assure color uniformity always intermix multiple containers of custom tinted and stock colors. Apply a small test sample to verify color.
- During application, always paint to a natural break in the surface, such as a corner or edge.
- **Brush Applications:** When applying by brush, use a quality nylon or polyester bristle brush, or a quality combination of both, and apply a smooth and generous coat on smaller surface areas, such as cutting-in larger surfaces and painting trim.
- **Roller Application:** When applying by roller cover, use a quality smooth, medium or rough nap roller, depending on surface porosity, and apply an even and generous coat in a "W" or crisscross motion, avoiding any excessive respraying or reworking.
- **Spray Application:** When applying by airless spray equipment, use a texture spray unit with a minimum of 1000 psi of pressure or 3.0 gpm, with a 3mm – 12mm spray tip.
- During spray application, it is recommended to back-roll the surface area to ensure proper adhesion, an even coat application.
- Maintain a wet edge during application by brushing, rolling or spraying into previously applied coating area.
- Apply when surface and ambient temperatures are above 55° F and below 90° F. Do not apply when surface and air temperature is within 5°F of the dew point.
- Avoid exterior paint application when weather conditions are threatening, and late in the day when there is a threat of moisture condensing on wet paint.

## PRODUCT LIMITATIONS

- Not for use in corrosive or chemical environments.
- Not for use in areas subject to intense heat.
- Not for use on below grade substrates.

## PRECAUTIONARY & SAFETY INFORMATION

**CAUTIONS:** Avoid prolonged contact with skin, and breathing of dust, vapors and/or spray mists. Causes eye irritation. **USE WITH ADEQUATE VENTILATION!** Ensure fresh air entry during application and drying. If you experience eye water, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriately fitted respirator, (NIOSH approved), during and after application. Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes, skin and clothing. Use chemical safety glasses, goggles or a face shield for proper eye protection. Wash thoroughly after handling and before eating or smoking. Close container after each use. **DO NOT TAKE INTERNALLY!**

**FIRST AID:** In case of skin contact, wash thoroughly with plenty of warm soapy water. For eye contact, flush with plenty of water for 15 minutes and get medical attention immediately. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately. If swallowed, do not induce vomiting, get medical attention immediately.

**KEEP OUT OF REACH OF CHILDREN!**