

### Description

Demandit Advantage is a 100% acrylic high-performance coating with a satin sheen finish, and employs StratoTone™ colorant technology. Demandit Advantage is offered in all standard, as well as custom colors, offers excellent stain resistance and contains the most effective ingredients available to resist mold and mildew growth (PMR) on the surface of the coating.

### Uses

Demandit Advantage contains a very high level of acrylic resin, offering a high level of stain resistance and a durable surface that is easy to clean. It is equally suited for new constructions and renovations to recoat EIFS projects and to protect and decorate primed concrete, masonry, stucco, wood and metal.

### Coverage

Demandit Advantage is supplied in 5 gal (19 L) pails. Coverage will vary depending on the surface condition of the substrate, surface texture, environmental conditions and application technique. The first coat on textured acrylic finish surfaces can vary from 350-800 ft<sup>2</sup> (33-74 m<sup>2</sup>) per pail. The coverage of the second coat on textured surfaces can vary between 450-1000 ft<sup>2</sup> (42-93 m<sup>2</sup>) per pail. The resulting coverage for two coats of Demandit Advantage is approximately 210-480 ft<sup>2</sup> (20-45 m<sup>2</sup>) per pail depending on the surface condition of the substrate.

For best uniformity of appearance, two coats of Demandit Advantage are recommended. Coverage will be higher on smooth, primed surfaces. If a more precise coverage rate is required, it is recommended that a test section be applied over the exact surface to be coated.

**Properties Drying Time:** Drying time of Demandit Advantage is

dependent on the air temperature and relative humidity. Under average drying conditions [70 °F (21 °C), 55% R.H.], Demandit Advantage is dry to the touch in 1/2 hour and ready to recoat in 2 hours. Protect work from rain for at least 24 hours.

### Application Procedure

**Job Conditions** - Air and surface temperature for application of Demandit Advantage must be 45 °F (7 °C) or higher and must remain so for at least 12 hours.

**Surface Preparation** - Surfaces shall be clean, dry, above 45 °F (7 °C) and free of efflorescence, grease, oil, form release agents and curing compounds. On previously painted surfaces, all loose, peeling and chalking paint must be removed and all gloss must be removed by sanding. Clean substrate with household detergent. Flush wall thoroughly with clean water. Prime porous surfaces with one coat Dryvit Color Prime™. Concrete block shall be coated with a suitable block filler or skimmed with Dryvit Genesis® or Genesis® DM prior to application of primer.

- **Metal Surfaces:** Must be primed with a corrosion resistant primer.
- **Dryvit Finishes:** Freshly applied finishes must dry a minimum of 24 hours under average drying conditions. Existing Dryvit finishes should be cleaned prior to painting. See Dryvit publication, [DS152](#) for recommended procedures.
- **Concrete:** Shall have cured a minimum of 28 days. Apply Color Prime and allow to dry prior to application of Demandit Advantage. If form release agents or curing compounds are present on the concrete surface, the surface shall be thoroughly washed with muriatic acid and flushed to remove residual acid. All projections shall be removed and small voids filled with



Primus®, Primus® DM, or Genesis mixture.

- **Masonry:** The masonry surface, with joints struck flush and shall have cured a minimum of 7 days. Apply Color Prime and allow to dry prior to application of Demandit Advantage. If a smooth level surface is required, skim the wall with Primus, Primus DM, Genesis, or Genesis DM mixture and allow to dry prior to application of primer.
- **Stucco:** Apply Color Prime or Color Prime-W™ and allow to dry prior to application of Demandit Advantage. Demandit Advantage shall be applied to the textured coat. If additives are present in the stucco, a test patch shall be made and adhesion verified prior to application.

### Mixing

Stir to a smooth, homogeneous consistency. Avoid introducing air into the coating.

**Application** – Demandit Advantage may be applied by brush, roller, or spray equipment to a minimum 3 mils DFT (7.5 WFT). When applying by roller, a maximum 1/2 in (12.7 mm) – 3/4 in (19 mm) nap rollers with polyester or polyester blend with nylon or lambswool and with beveled ends and a phenolic core are recommended. For larger walls an 18 in (460 mm) wide roller frame with 2 1/4 in (57 mm) inside diameter is also recommended. Plan the work ahead to make sure that proper staging is provided to maintain a wet edge. Apply in a continuous coat, maintaining a wet

edge, as the application proceeds to a natural break. The roller cover must be kept fully loaded as the application proceeds. Do not stretch out the application by rolling with a dry roller. The last leveling roller strokes should always be in the same direction. Do not cut in around openings prior to overall application, but rather, do the cut in work as the application proceeds. A 4 in (100 mm) wide roller is recommended for cutting in. Where cutting in, the Demandit Advantage may be thinned with a small amount of water to prevent excessive build-up.

**Application Tips:** Application should always be done by an experienced, professional industrial or commercial painting contractor

who has a successful track record of coating masonry or EIFS surfaces. Lightly misting a surface with water ahead of an application to cool it down can help when application must be done under adverse conditions. Any water on the surface of the substrate should be allowed to flash off before applying Demandit Advantage. It is always recommended to apply 2 coats to achieve a uniform appearance and minimize roller marks, especially over porous substrates. Drying conditions will affect final appearance, therefore, always apply Demandit Advantage to a natural break.

**Clean Up** - Clean tools with water while Demandit Advantage is still wet.

**Storage** – Demandit Advantage must be stored at a minimum of 45 °F (7 °C) and a maximum of 100 °F (38 °C) in tightly sealed containers protected from weather and out of direct sunlight.

**Cautions and Limitations**

- Avoid applying Demandit Advantage in direct sunlight. Always work on the shady side of the wall or protect the area with appropriate shading material.
- Not recommended as a finish coat directly over any Dryvit Outsulation® system base coat.

**Technical and Field Services**

Available upon request.

<b>Demandit Advantage Testing</b>		
<b>Test</b>	<b>Procedure</b>	<b>Results</b>
Accelerated Weathering	ASTM G155	2000 hr – No deleterious effects
Scrub Resistance	ASTM D2486	2000 cycles: No cut-through
Flexibility Mandrel Bend	ASTM D522 B	1/8 in (3mm) Mandrel: No Cracking
Moisture Resistance	ASTM D2247	13 days: No Deleterious effects
Mildew Resistance	ASTM D3273	Passes
Water Vapor Transmission	ASTM E96	Vapor Permeable
Tensile Strength	ASTM D412	408 psi
Adhesion to Concrete	ASTM D4541	272 psi
Dirt Pick-up	ASTM D3719	100% Reflectance Retained
% solids -volume	Lab Procedure	40%
DFT/WFT	N/A	3-4/7.5-10 mils
VOC	Lab Procedure	Pastel Base: 31 g/L Actual: 79 g/L Regulatory Mid Base: 30 g/L Actual: 78 g/L Regulatory Accent Base: 32 g/L Actual: 81 g/L Regulatory

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