

Showfloor Polyurethane Floor Paint



Duram Showfloor Polyurethane Floor Paint is a single component water-based polyurethane floor paint. It uses a unique polyurethane technology that offers the high performance of twin pack epoxy systems, but in an easy, no-mix formula. This tough, long lasting floor paint resists scuffing, fading, cracking and peeling and stands up to foot traffic and abrasion. Chemical and stain resistant, it offers protection against UV rays. It protects and beautifies floors, offering a colourfast, luxurious medium sheen finish that enhances substrate texture. Application is easy with its low odour, quick drying formula that is lead free and environmentally friendly.



PRODUCT USES

- For commercial and residential floors.
- Showrooms.
- Light-industrial floors.
- Kitchens and restaurants.
- Garages.
- Stoops and patios.
- For new or previously painted cement floors.



COVERAGE

- 7 - 8m² per litre per coat. Applied in a 2 coat application, for smooth concrete.
- Coverage will vary depending on the porosity and profile of the concrete.
- Apply further coats in high wear areas.



FINISH

- Medium Sheen.



COLOURS

- Burnt Red, Clear, Flagstone, Forest Green, Platinum, Slate and White.



ADVANTAGES

- Single component – easy, no-mix formula.
- Polyurethane performance for toughness.
- Excellent scratch, scuff and wear resistance.
- Chemical and stain resistant.
- Quick drying – rapid hardness development.
- Resists hot tyre pick-up.
- UV and weather resistant – colourfast & non-yellowing.
- An attractive medium sheen finish in a variety of decorative colours.
- Can be easily touched up.
- A smart, easy to clean floor.
- Water-based and environment friendly.
- Odourless and lead free.
- Comprehensive application instructions.

WHY POLYURETHANE?

What is Polyurethane:

- Polyurethane is a unique material that is incredibly resilient and durable that can be used in paint and various other applications.

The benefits of polyurethane:

Compared to Epoxy floor coatings, Duram Showfloor Polyurethane Floor Paint offers:

- **Excellent wear properties:** improved impact resistance and abrasion resistance.
- **Enhanced weather protection:** non-chalking, non-yellowing and less brittle.
- **Easy application:** a single component therefore no measuring or mixing and does not need to be used soon after opening.
- **Quick drying:** quick surface dry as well as fast curing (drying until the chemical process is finished) time.



**IMPORTANT**

- Please read all instructions carefully before starting the project.
- Check the cement floor for conditions that might interfere with paint adhesion.
- Proper surface preparation is critical for successful installation.
- Incorrect preparation, priming or topcoating will result in paint failure such as peeling or blistering.
- Duram recommends that a test patch of the Showfloor system is applied to all floors.
- The floor can be used for light traffic 24 hours after applying the final coat. The floor can be put into full service after 7 days.
- To retain sheen and colour consistency of your paint, always make sure that the batch numbers are the same on all paint containers you purchase.
- Colour tinting may adversely affect product performance. Please contact our toll-free Technical Helpline on 0800 500 222 for guidance.
- For touch-ups or repairs, clean and lightly abrade the Duram Showfloor Polyurethane Floor Paint before over-coating.
- Room and surface temperatures must be between 10°C and 35°C during application.
- Do not apply outdoors if rain is imminent.

ESSENTIAL STEPS TO ENSURE SUCCESSFUL APPLICATION**1. INSPECTION**

Allow new cement at least 28 days to cure. All surfaces must be dry. Check the cement floor for conditions that might interfere with proper adhesion; such as moisture, loose crumbling cement, cement dust, floated or shiny cement floors, sealed cement, release agents, curing compounds, salts, efflorescence and laitance, dust, oil and grease.

**2. SURFACE PREPARATION**

Cleaning: All surfaces must be sound, clean and free of oil and grease. Use Duram Showfloor Cleaner & Degreaser if necessary.

**3. PRIMING**

All surfaces must be primed with Duram Showfloor Cement Floor Primer to aid adhesion and resist the alkalinity inherent in cement.

**4. TEST THE TOPCOAT**

Always apply a test patch of Duram Showfloor Polyurethane Floor Paint to ensure the substrate has been properly prepared and primed. Check adhesion of the coating by cutting a small X in the coating using a sharp utility knife. Firmly apply a piece of packaging tape over the centre of the X cut, then pull off with a fast snap. The adhesion is suitable if no significant coating is removed beyond the X cut. If the coating fails this test, then additional surface preparation is required - repeat the above steps.

**PREPARATION**

Ensure all substrates are thoroughly clean, sound, dry and free from any contaminants such as dirt, salt, algae and grease.

UNPAINTED CEMENT

- **Perform a moisture test:** All cement contains moisture but excessive moisture will affect adhesion and cause blistering. Test for excessive moisture by taping a clear plastic sheet (approximately 30cm x 30cm) to an area on the cement – the taping must create an airtight seal between the concrete and the plastic sheet. Leave it for 24 hours and check the underside of the plastic. If water droplets or a darkening of the cement is detected under the plastic, then moisture is present and the surface cannot be painted. Leave the cement to cure for another 7 days, then re-test. Painting should continue only after the moisture is removed, along with the source of moisture being determined and eliminated. If there is no damp-course beneath the cement, rising damp caused by a very shallow water-table can cause delamination of the Showfloor system.



- **Check for loose, crumbling cement and cement dust:** All loose cement and dust must be removed. Repair damaged and crumbly areas with suitable screeding products, however crumbling and dusting may be symptomatic of poorly cured cement which cannot be painted. Apply a 0,5m² test patch of Duram Showfloor Cement Floor Primer and Duram Showfloor Polyurethane Floor Paint as per instructions and test adhesion after 7 days.
- **Floated or shiny cement floors:** Must be etched using a suitable chemical etcher as per instructions.
- **Sealed cement:** Some floors have been finished with a clear sealer. Test for a sealer by lightly sprinkling water onto the surface. If the water beads and does not penetrate then a sealant is present and paint may not adhere properly. Use a suitable chemical etcher as per instructions to remove the sealer. If the etching process does not foam, then it is necessary to remove the sealer with abrasive blasting.
- **Release agents, curing compounds, salts, efflorescence* and laitance*:** must be removed with a suitable chemical etcher as per instructions.
- **Dust, oil and grease:** The floor should be clean, structurally sound and free of dust, oil and grease. Clean the floor with Duram Showfloor Cleaner & Degreaser as per instructions, rinse with water and allow to dry completely. The Showfloor system is not recommended in instances where there is significant oil contamination where the grease and oil has been heavily impregnated into the concrete.

PREVIOUSLY PAINTED CEMENT

- **Loose paint:** If the paint is peeling and flaking, or can be easily removed with a paint scraper then the previous paint needs to be removed.
- **Smooth, hard or glossy painted surfaces:** Such as an oil based enamel or stoep paint, these should be dulled by abrading the surface with medium grit sandpaper. In the case of an Epoxy coating, even more careful abrading and dulling is needed. Apply a test area of the Duram Showfloor Cement Floor Primer and Duram Showfloor Polyurethane Floor Paint as per instructions and test adhesion after 7 days. If adhesion is poor, additional abrading is necessary.
- **Sound condition:** If the paint is in a sound condition with good adhesion, then clean the surface with Duram Showfloor Cleaner & Degreaser as per instructions.
- **Dust, oil and grease:** The floor should be clean, structurally sound and free of dust, oil and grease. Clean the floor with Duram Showfloor Cleaner & Degreaser as per instructions, rinse with water and allow to dry completely. The Showfloor system is not recommended in instances where there is significant oil contamination where the grease and oil has been heavily impregnated into the concrete.

* Efflorescence: a white powdery substance on a cement surface. * Laitance: a hard, solid layer that forms on the surface of concrete



PRIME

- All unpainted or previously painted cement floors require a base coat of Showfloor Cement Floor Primer which will provide a foundation coat that forms a chemical bond with the cement.
- Apply Showfloor Cement Floor Primer as per instructions.



PROTECT: APPLICATION OF THE TOPCOAT



- To retain sheen and colour consistency of your paint, always make sure that the batch numbers are the same on all paint containers you purchase.
- Stir Duram Showfloor Polyurethane Floor Paint well using a flat paddle.
- Do not dilute with water.



- Paint the edges first using a brush, then paint the rest of the floor using a mohair roller, moving towards the door/exit.





- Apply two coats to achieve complete obliteration. Apply further coats in high wear areas.
- Allow thorough drying between coats – approximately one hour depending on the room temperature.
- Because the Showfloor topcoat dries quickly, over rolling may affect the final colour.
- To create a non-slip surface, add a suitable non-slip additive to the finish coat as per manufacturer's instructions and mix thoroughly. Apply in the normal fashion.
- The floor can be used for light traffic 24 hours after applying the final coat. The floor can be put into full service after 7 days.
- For future repainting: overcoat as per manufacturer's instructions.



CLEANING

Hands and equipment are easily cleaned in water. Collect spills with absorbent material.

SUPPORTING PRODUCTS



Showfloor Cleaner & Degreaser



Showfloor Cement Floor Primer

YOU MAY ALSO NEED:

- Brush
- Mohair roller
- Paint scraper
- Medium grit sandpaper

Additional utensils/products may be required in the preparation of surfaces.



SAFETY PRECAUTIONS

- **Skin contact:** Wash thoroughly with soap and water.
- **Eye Contact:** Flush immediately with water for 10 - 15 minutes and contact a physician.
- **Respiratory problems:** Remove affected person to fresh air immediately and contact a physician.
- **Not for internal consumption.**



TECHNICAL DATA

Pack size	1 litre, 5 litre	Service temperature	-15°C to 40°C	Density	1.121 g/cm ³
No of components	1	Application temperature	10°C to 35°C	Toxicity	Non toxic
Overcoating Time	± 1 Hours	Weathering	Excellent	Fire hazard	None
Light Foot traffic	± 24 hours	U.V. Resistance	Excellent	Shelf life	2 years
Full cure	± 7 days	Abrasion resistance	Excellent	Storage	Cool, dry area below 25°C
Volume solids	30% to 31%				



WHEN TO USE?

Use this handy chart to quickly identify which product should be used to ensure the best results.



	Duram Showfloor Cleaner & Degreaser	Duram Showfloor Cement Floor Primer	Duram Showfloor Polyurethane Floor Paint
<p> <input type="radio"/> Recommended <input type="radio"/> Suitable but depending on conditions <input type="checkbox"/> Not suitable </p>			
UNPAINTED CEMENT			
Cured cement (dry for 28 days)	☐	●	●
Uncured cement			
Excessive moisture content			
Superficial loose cement & cement dust		●	●
Poorly cured cement that is loose and crumbling			
Floated or shiny cement floors *		●	●
Sealed cement *		●	●
Release agents, curing compounds, salts, efflorescence and laitance *		●	●
Dust, oil & grease	☐	☐	☐
Significant oil contamination			
PREVIOUSLY PAINTED CEMENT			
Sound condition	●	●	●
Loose paint	☐	●	●
Smooth, hard or glossy painted surface	☐	●	●
Dust, oil & grease	☐	☐	☐
Significant oil contamination			

* Mechanically abrade surface or use an appropriate chemical etcher to obtain a suitable key for adhesion. Special care must be taken to ensure the etcher is thoroughly rinsed off with plenty of water before applying the primer and topcoat.

HOW MUCH TO PURCHASE?

Use this handy chart to quickly estimate how much product you will need.



Approximate size and quantity	Duram Showfloor Cleaner & Degreaser	Duram Showfloor Cement Floor Primer	Duram Showfloor Polyurethane Floor Paint
10m ² (single bedroom)	2L	2L	2L
20m ² (single garage)	3L	4L	5L
30m ² (double bedroom / living room)	4L	5L	8L
40m ² (double garage)	5L	7L	10L
50m ²	7L	9L	13L

Room sizes are estimated and the quantity of product required depends on the porosity of the surface. Product quantities are rounded up to the nearest pack size.



Technical details above are provided in good faith. We are an ISO 2001: 2008 registered company and our products are manufactured to the highest standards using raw materials of superior quality. Consequently we believe in the quality of our products and will willingly replace any product in the unlikely event of a quality related performance failure. Whilst we are confident in guaranteeing the quality of our products, we cannot however accept any liability for performance failure due to the incorrect application of our products. Correct application is critical to the successful performance of our products and as this process falls outside of our control we are unable to cover the application under our product performance warranty. Where there are doubts, it is recommended that the user conduct their own suitability tests before use. To retain sheen and colour consistency of your paint, always make sure that the batch numbers are the same on all paint containers that you purchase. Updated: April 2013 (this supercedes all previous publications)

