

Elastomeric Wall Coating

# ENDURALASTIC® 10

SPECIALTY

Flexible, long-lasting performance



THE #1 CHOICE OF  
PAINTING PROFESSIONALS®

# ENDURALASTIC® 10

is an ultra-premium specialty, 100% acrylic elastomeric wall coating that provides superior performance and exceptional durability for masonry surfaces. It is ideal for projects such as multi-family housing, schools and hospitals.

## Why ENDURALASTIC® 10 outperforms other elastomeric coatings

- :: Superior elasticity and elongation
- :: Excellent crack bridging properties
- :: Waterproofs against wind-driven rain
- :: Great dirt pick-up resistance



Masonry



Stucco



Smooth Trowel

	100% ACRYLIC FLAT
Plaster	•
Stucco	•
Tilt-Up Concrete	•
Poured-in-Place	•
Brick	•
Smooth Trowel	•
Concrete Block	•

*These are commonly used gloss levels for surfaces listed above. Gloss may be affected by texture, porosity of the surface and atmospheric conditions. Please contact a Dunn-Edwards representative or your local store for specific product availability.*



### PRODUCTS BEARING THIS LOGO ARE EG-FREE™ AND TAC/HAP-FREE

Ethylene Glycol (EG), a solvent often used in water-based paints, is listed as a Toxic Air Contaminant (TAC) and Hazardous Air Pollutant (HAP). In 1983, we were the first in the industry to voluntarily replace EG with Propylene Glycol, a non-toxic alternative “generally regarded as safe” by the FDA. Also, every Dunn-Edwards product with the EG-Free logo is formulated without any other TAC or HAP, too.



### VOC AND RAVOC RATINGS ON EVERY LABEL

Dunn-Edwards is the first paint company to label its products with RAVOC ratings — Reactivity-Adjusted VOC Content — a better way to measure potential air quality impacts of coatings. To learn more about RAVOC ratings visit [dunnedwards.com/RAVOC](http://dunnedwards.com/RAVOC).



### LEED® GOLD-CERTIFIED PAINT MANUFACTURING FACILITY

In 2011, Dunn-Edwards opened the world's first and only LEED® Gold-certified paint manufacturing facility in Phoenix, AZ. Encompassing manufacturing, product development, quality control and more, the 336,000-sq. ft. facility is designed to be the greenest in the industry.

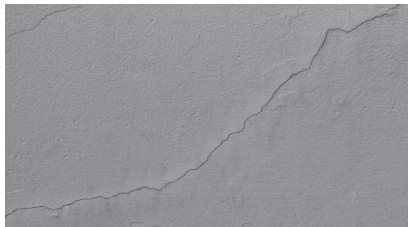
*“LEED” and related logo is a trademark owned by the U.S. Green Building Council and is used with permission.*

See the **ENDURALASTIC® 10** difference for yourself



## Crack Bridging

Hairline cracks are unsightly surface defects that can be found on various exterior masonry surfaces. **ENDURALASTIC 10** is a uniquely formulated flexible coating that seals and bridges hairline cracks, which provides excellent waterproofing protection against wind-driven rain.



Example of hairline crack



Non-Elastomeric Latex Paint



**ENDURALASTIC 10**: front view



**ENDURALASTIC 10**: back view

## Chalking/Binder Degradation Resistance

Coatings that exhibit good resistance to weathering such as UV light (sunlight) and moisture will maintain their original appearance longer. **ENDURALASTIC 10** clearly beats the Regional and National Brands.



**ENDURALASTIC 10**



Regional Brand



National Brand



National Brand

**Crack Bridging Test Method:** A stucco mixture is prepared using cement, sand, water and lime. The stucco mixture is applied evenly and no more than 1/4" thick over a panel. The prepared panel is allowed to dry for a week. After the panels are cured, the test paint is applied using a brush to the appropriate mil thickness and cured for a week. After a week, the panel is bent over a 5" diameter metal can. The panel is evaluated for any visible cracks on the film. If no cracks are visible then the can is bent over a 4" diameter can. Each portion of the panel is rated on a scale.

**Chalking/Binder Degradation Resistance Test Method:** Exposure data is necessary for the selection of new materials and improvement of existing materials. The QUV machine reproduces the damaging effects of sunlight by using fluorescent UV lamps. It also uses a hot condensation mechanism that reproduces outdoor moisture similar to dew. The use of QUV machines allows the lab to monitor and evaluate product deterioration in a more controlled manner. Aluminum Q-panels are cleaned using acetone to remove any impurities. All panels are primed with **Ultra-Grip Premium** using an airless sprayer and allowed to dry overnight. The following day, each panel is coated using a 30 mil clearance square applicator. After seven days of cure time, each panel is read for gloss, color readings, and photographed before exposure. The panels are mounted in snap-ring holders and placed into the QUV accelerated weathering machine. The QUV machine is programmed to cycle between four hours of UV light, with irradiance of 0.68, and four hours of condensation, 40° C. The panels are exposed to these conditions for a total of 1250 hours. Every 250 hours, each panel is evaluated for gloss retention, color retention, blistering, chalking/binder degradation, cracking/flaking and adhesion.

*All test examples are high resolution photographs of the actual test results. The tests were conducted by Dunn-Edwards Laboratories and can be viewed at the Corporate Office by appointment.*



## A GREEN LEGACY, A GREENER FUTURE.

Dunn-Edwards has a green legacy that makes us proud and inspires us to do more. We are firmly dedicated to the principle of eco-efficiency, which we define as the ability to satisfy human needs in ways that minimize adverse impacts on energy and material resources, environmental quality, and human health and safety. ENDURALASTIC® is yet another example of this commitment.



Follow Us



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