

Senergy[®]

Choose Your
Finish

Senergy® Finishes

Color, Texture & Protection

Rich textures. Inspired colors. A myriad of choices to create inviting surfaces and lasting impressions.

Beyond looks, Senergy advanced decorative and protective Finishes offer the performance that traditional cement-based finishes and paints never could... performance that protects your home or building through rain and sleet, baking hot sun or the dampness of high humidity. And keeps it looking great for years to come.

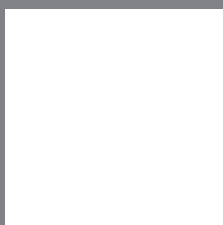
So how do you choose from our broad range of Finishes when all of them provide the highest standards of performance? Let us help you...

Senergy Finishes are handcrafted and ten times thicker than paint so they hide minor substrate imperfections better and don't peel, blister or flake. And unlike paint, their integral color reduces the need to repaint.

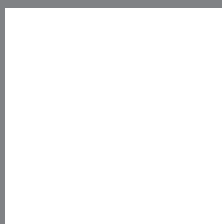
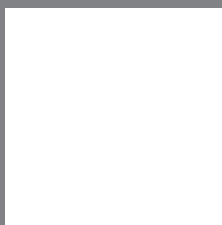
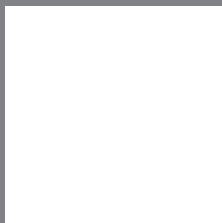
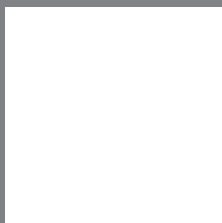
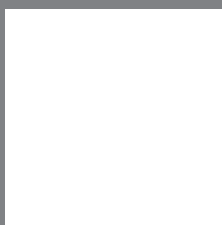
STANDARD TEXTURES

SPECIALTY FINISHES**

FINE
SAHARA
TEXTURE



BELGIAN LACE
CLASSIC
COARSE *



AURORA TC 100
BOREALIS
AURORA STONE
ENCAUSTO VERONA
ALUMINA™

* COARSE not available in SENERLASTIC and SENERLASTIC PLUS.

** SPECIALTY Finishes are acrylic-based, nonelastomeric finishes.

Color & Texture

The very first impression of a building is almost always made by its color. That's why our color palette presents so many choices for distinctive style and design, limited only by the imagination.

All SENERFLEX® decorative and protective finishes are available in 126 standard colors as well as unlimited custom tinting.

Colors are uniform and pure, and enhanced when used over Senergy® TINTED PRIMER. And they're designed to last—the integral color of our Finishes resists UV degradation and yellowing. Their acrylic base provides the integrity necessary to resist chipping, peeling and flaking thereby reducing the need for maintenance and recoating.

Texture is the true hallmark of the stucco look. From the historically popular FINE to distinctive CLASSIC and countless decorative troweled textures, SENERFLEX Finishes give surfaces a sense of warmth and richness.

Senergy SPECIALTY Finishes can be hand-troweled to simulate stone or create a time-honored, mottled tone-on-tone look that achieves a soft and weathered patina over time.

The secret of texture; however, is uniform appearance. Because a textured Finish is thicker than paint and has a matte look, it will generally conceal minor irregularities on the wall surface.

Together, color, texture and Senergy Finishes offer the freedom to create a unique personal expression of style... a "first impression" that lasts.

Senerflex®

100% Acrylic-polymer Finish

Applications

Use over exterior or interior stucco, concrete, masonry and plaster wall surfaces or as an EIFS or ICF finish coat.

Features/Benefits

- Integral color
 - Reduced maintenance and recoating
- Weather resistant
 - Repels water
- Seals existing, non-moving hairline cracks
 - Protects
- Breathable
 - Doesn't blister, peel, flake

Limitations

- Doesn't bridge moving cracks

A 100% acrylic polymer-based finish with high solids formulation, SENERFLEX offers long-term durability and weather resistance.

Used over cement-based surfaces, **SENERFLEX is flexible enough to seal existing, non-moving hairline cracks**, thereby providing protection against degradation caused by moisture and pollution intrusion.

With a harder surface than elastomeric finishes, SENERFLEX offers excellent abrasion and dirt pick-up resistance.

Senergy®

Silcoat®

Silicone-enhanced Finish

Applications

Use over exterior or interior stucco, concrete, masonry and plaster wall surfaces or as an EIFS or ICF finish coat.

Features/Benefits

- Integral color
 - Reduced maintenance and recoating
- Weather resistant
 - Repels water
- Seals existing, non-moving hairline cracks
 - Protects
- Breathable
 - Doesn't blister, peel, flake
- Silicone enhancement
 - Increased water repellancy
 - Improved resistance to mold and mildew
- Resists airborne pollutants
 - Cleans easier

Limitations

- Doesn't bridge moving cracks

Senergy SILCOAT Finishes have the same excellent properties as our acrylic-based finishes. . . with the added benefits of silicone enhancement.

Silicone enhancement makes SILCOAT Finishes highly water repellent which improves resistance to mold and mildew growth. They also resist airborne dirt pick-up better so surfaces can be washed clean easier.

With improved durability and better weather and UV resistance, colors and surfaces stay looking new longer and need less maintenance.

Senerlastic™

Acrylic-based Elastomeric Finish

Applications

Use over exterior stucco, concrete, masonry and plaster wall surfaces or as an EIFS or ICF finish coat.

Features/Benefits

- Integral color
 - Reduced maintenance and recoating
- Weatherproof
 - Repels water and wind-driven rain
- Breathable
 - Doesn't blister, peel, flake
- Bridges hairline cracks smaller than 1/32"
 - Protects

Limitations

- Cracks larger than 1/32" must be presealed

Elastomeric finishes go beyond the limits of traditional cement-based and acrylic finishes. SENERLASTIC is specifically designed to protect cement-based substrates with hairline cracks (smaller than 1/32") that may expand and contract due to extreme temperature changes. Flexible and weatherproof, SENERLASTIC literally bridges the crack as it widens and returns to its original shape as the crack contracts.

Unlike some elastomeric finishes, SENERLASTIC offers long-term flexibility because it's internally plasticized so it won't age-harden. By sealing the cracks, water can't penetrate the surface as it does with cement-based finishes, and efflorescence is dramatically reduced.

Senergy®

Senerlastic™ Plus

Silicone-enhanced Elastomeric Finish

Applications

Use over exterior stucco, concrete, masonry and plaster wall surfaces or as an EIFS or ICF finish coat.

Features/Benefits

- Integral color
 - Reduces maintenance and recoating
- Weatherproof
 - Repels water and wind-driven rain
- Breathable
 - Doesn't blister, peel, flake
- Bridges hairline cracks smaller than 1/32"
 - Protects
- Silicone enhancement
 - Improves resistance to mold and mildew
- Resists airborne pollutants
 - Cleans easier

Limitations

- Cracks larger than 1/32" must be presealed

SENERLASTIC PLUS Finishes have the same excellent properties as our acrylic-based elastomeric finishes... with the added benefits of silicone enhancement.

Silicone enhancement makes SENERLASTIC PLUS Finishes highly water repellent which improves resistance to mold and mildew growth. They also resist airborne dirt pick-up better so surfaces can be washed clean easier.

With improved durability and better weather and UV resistance, colors and surfaces stay looking new longer, and need less maintenance.

So how DO you choose the right finish? For you, it's really very simple. Our highly experienced sales and technical representatives work hard at listening to our customers' needs and are prepared to help identify substrate conditions, assess the environmental surroundings and evaluate performance and budget needs. With this information in hand, we'll help you choose the best Finish for your home or building. We can also assist with color and texture selection and provide color samples to aid in decision making.

Ensuring quality application.

And at that most important point of installation, our team of extremely knowledgeable Technical Application Consultants (TAC) work with Senergy®-qualified, experienced applicators to help ensure that our products are installed right.

Single source responsibility.

You can count on Senergy to provide comprehensive wall systems with local distribution, unparalleled personal service and comprehensive warranties... all backed by the resources of the largest construction chemicals/products company in the world!

Finish Performance Comparison

FEATURES	CEMENT FINISH	SENERFLEX®	SILCOAT®
Uniform Color	no	yes	yes
Efflorescence Resistance*	no	good	better
Water Repellency	low	good	better
Seals/Bridges Hairline Cracks	no	seals	seals
Abrasion Resistance	better	better	better
Resistance to Dirt Pick-up	good	good	best
Resistance to Mold and Mildew	good	better	best
Material Cost (per sq. ft.)	\$	\$	\$\$
Application Cost (per sq. ft.)	\$	\$	\$

*Using Senergy Primer

Glossary of Terms

HAIRLINE CRACKS:

Very fine visible cracks appearing on the wall surface in random or straight-line patterns.

EFFLORESCENCE:

White surface deposits of salts or bases formed as water soluble substances evaporate from within the plaster.

CHECKING/CRACKING:

Development of random and closely spaced shallow cracks in the plaster surface commonly caused by shrinkage. (Alligator cracking, craze cracks)



SENERLASTIC™	SENERLASTIC™ PLUS
yes	yes
better	best
good	better
bridges	bridges
good	good
good	better
better	best
\$\$	\$\$\$
\$	\$

Senergy®

In a world full of choices, we have focused our people, products, systems and network of support services on helping you produce the most beautiful and enduring structures possible.

When you build with Senergy®, you ***Build with Confidence***®.

Call us at 1-800-221-9255 to find out more and for a distributor in your area.

NOTE

BASF Wall Systems is an operating unit of BASF Construction Chemicals, LLC. (herein after referred to as "BASF Wall Systems")

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