

Interior/Exterior MASONRY/BONDING PRIMER

SUPER-LOC[®]

SPECIALTY



Maximum adhesion and performance for all surfaces



THE #1 CHOICE OF PAINTING PROFESSIONALS[®]

SUPER-LOC®

Priming with **SUPER-LOC® Premium** Masonry/Bonding Primer offers excellent adhesion on a vast array of difficult-to-paint surfaces (see Product Data Sheet) in addition to alkali and efflorescence resistance on interior and exterior masonry surfaces. It is ideally suited for use on projects such as schools, hotels, hospitals and single or multi-tenant housing.

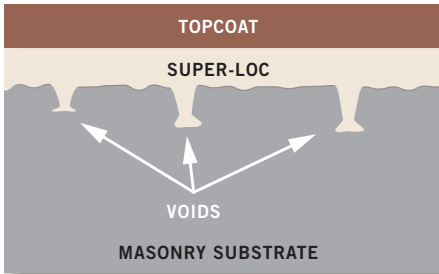
Why SUPER-LOC® outperforms the competition

- :: Formulated with advanced resin technology, which improves adhesion properties, alkali and efflorescence resistance
- :: Easy to apply and dries fast
- :: Low odor and low VOC content

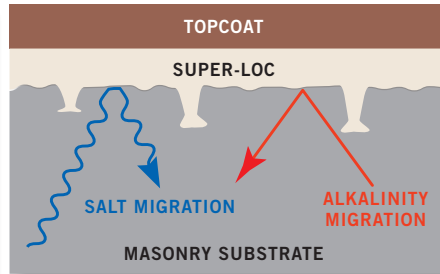


See the SCIENCE of EXCELLENT ADHESION, ALKALI & EFFLORESCECE RESISTANCE:

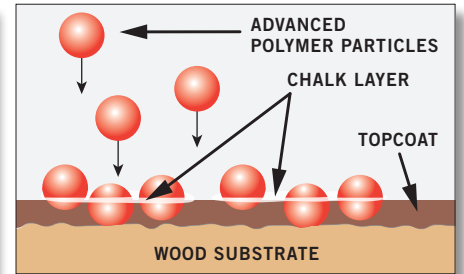
These diagrams are not designed to scale and are simplified to illustrate what is happening on a microscopic level.



Unique resins migrate into voids in the masonry substrate, which provides superior adhesion.



High-performance acrylic resin seals masonry substrate from salt migration (efflorescence) and provides excellent protection by suppressing alkaline migration to the top coat.



Advanced polymer particles penetrate chalky surfaces and adhere to the underlying substrate, which provides superior adhesion.



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.



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.

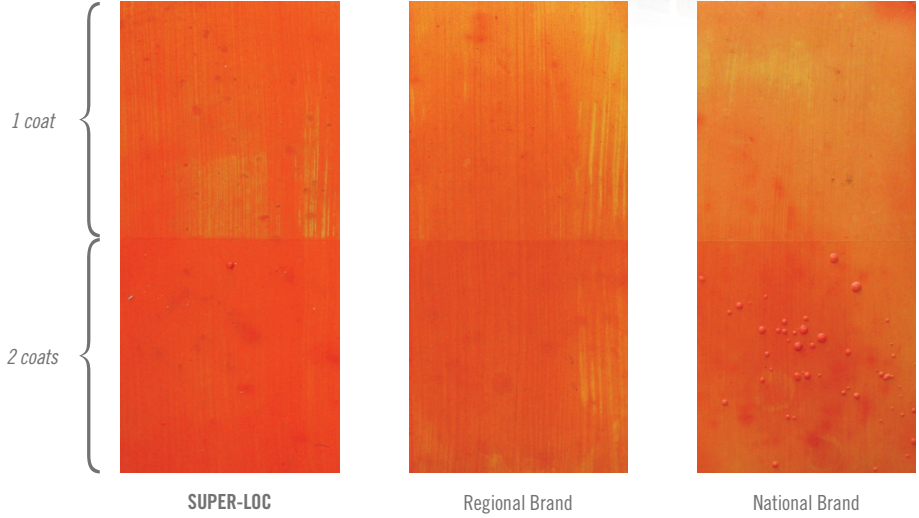
"LEED" and related logo is a trademark owned by the U.S. Green Building Council and is used with permission.

See the SUPER-LOC® difference for yourself



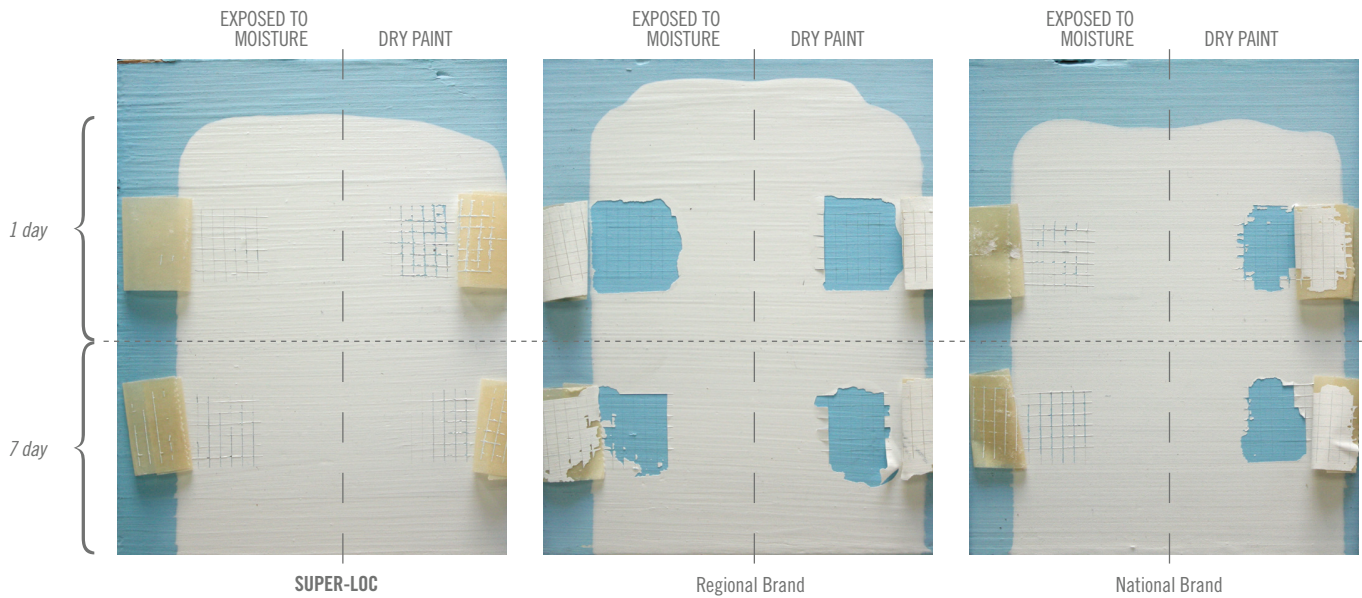
Alkali Resistance

Primers that provide good alkali resistance are better able to protect paint films from color loss and overall paint deterioration on high pH masonry surfaces. **SUPER-LOC** exhibits excellent alkali resistance compared to competitive masonry primers.



Adhesion

Primers that exhibit good wet and dry adhesion are better able to protect the substrate. **SUPER-LOC** sticks to the surface better than competitive masonry/bonding primers, even when the primer is subjected to moisture.



Alkali Resistance Test Method: A concrete block is prepared from topping and mortar mix. The concrete block is allowed to cure for 7 days. All paint samples are prepared by adding equal amounts of primer, ZTC-1 and ZTC-7. The tinted samples are applied by brush to the concrete block over equal areas at equal spread rates. After the first coat is dry, a second coat is applied to half of the painted area. The concrete block is allowed to dry overnight at room temperature. The following day, a tray with water is set-up outdoors. With the painted side facing up, the concrete block is partially submerged in water and exposed for 24 hours. After 24 hours, the concrete block is evaluated for discoloration (shift from orange to yellow). The degree or intensity of the color is rated using ASTM 0-10 Scoring System (10=Perfect/None, 0=No/Complete Failure).

Adhesion Test Method: A three mil draw down of the paint being tested is applied to the desired substrate (glossy aged alkyd, chalky latex, metal, etc.) and allowed to dry for 24 hours. After 24 hours, two 100 square sections are cut into the substrate using a Gardner Adhesion Knife. For dry adhesion test, Permacel tape is placed firmly over the cut with a 2" overlap of the test area. The tape is then quickly removed at a 180 degree angle. The amount of paint that is removed from the substrate is evaluated and scored using ASTM 0B – 5B rating (0 meaning complete paint removal from the substrate and 5 meaning no paint removal). For wet adhesion, a 1x1" damp paper towel is placed over the cut section and allowed to rest there for ten minutes. After ten minutes, the paper towel is removed and the cut area is blotted dry of any excess moisture. Permacel tape is firmly placed over the test area with the same 2" overlap. The tape is then quickly removed at a 180 degree angle and the results are evaluated and scored (ASTM 0B – 5B). The lower the score, the poorer the adhesion is to that substrate. The same test method for wet/dry adhesion can be run again after a 3 day cure and 7 day cure to determine adhesion characteristics of the given paint.



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. SUPER-LOC® is yet another example of this commitment.

THE #1 CHOICE OF PAINTING PROFESSIONALS®

As a paint contractor, your business depends on your reputation. That's why you choose quality paint to do the best possible job. Dunn-Edwards understands this. That's why we focus on providing the best performing products.

Ask any professional painter and they will tell you, Dunn-Edwards is their number one choice of paint. In an independent survey, licensed painting contractors in Los Angeles, San Diego and Phoenix were asked what paint they would use on their own homes.

The overwhelming choice: Dunn-Edwards.*
The reason cited? Superior quality!

Our paints are formulated using only the highest quality ingredients for optimal performance. In addition, our representatives provide an unmatched range of services from color selection to job site walks.

We recognize that our relationship with paint contractors is based on more than what's in a can of paint. We stand ready to provide the best product and service to support your business.

*Based on a February 2015 survey of licensed painting contractors in the Los Angeles, San Diego and Phoenix areas, conducted by Options Market Research.

"Our company has grown up with Dunn-Edwards by our side, and they have always taken great care of us. They have worked hard to be our number one supplier over the past 25 years. Their products are excellent and their customer service is second to none."

Russ Phillips, President
Vertex Coatings Inc.
Ontario, CA



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