



Keep Water Out! Keep Mildew Away!

LIFETIME WATERPROOF
GUARANTEE and a

5 YEAR MOLD & MILDEW-PROOF*
PAINT FILM GUARANTEE



*WATERTITE contains a mildewcide to prevent the growth of mold & mildew on the paint film only.

See Back Panel
for the New

WATERTITE^{LX}



The damaging effects of a wet basement

Excessive moisture in basements and foundation walls can cause significant problems including structural decay, high humidity levels and mold and mildew growth.

Active water leaks from the outside can cause:

- Structural decay to walls, footings and foundations
- Costly and disruptive repairs
- A decrease in home value if not corrected



Wet basement walls can result in high humidity levels throughout the house:

- Water trapped between the soil and outside foundation wall is absorbed through concrete and masonry
- Walls become chronically damp
- Basements become cold and clammy – musty odors develop

Even small amounts of water or moisture can create conditions for mold and mildew growth.

- Mold & mildew are fungi that thrive on moisture and feed on organic materials, including ordinary paint and the dust & dirt that collect on surfaces over time.
- Mold & mildew are foul-smelling and unattractive. They weaken and eventually destroy painted surfaces, allowing moisture to penetrate and finally cause masonry to crumble



WATERTITE™ provides an easy do-it-yourself solution to these problems!



Why use WATERTITE™?

KEEPS WATER OUT!

WATERTITE has a unique oil-base formula that combines a state-of-the-art waterproofing resin with Portland cement. It stops up to 34 lbs of water pressure – twice the strength of latex waterproofers. WATERTITE is backed by a lifetime guarantee to stop water leakage and intrusion or your money back.

KEEPS MOLD & MILDEW AWAY!

WATERTITE combines optimal waterproofing with cutting-edge mold & mildew-proof.* protection – performance tested to earn the ZINSSER 5 Year Mold & Mildew-Proof.* paint film guarantee.

STOPS RECURRING EFFLORESCENCE!

By penetrating deeply into masonry, WATERTITE stops recurring efflorescence, a powdery white salt deposit found on concrete.

APPLY TO WET OR DRY SURFACES!

While many waterproofers cannot be applied until the surface is dry, WATERTITE can be applied to wet or dry surfaces so water problems can be fixed promptly.

ULTRA LOW ODOR FORMULA!

WATERTITE is formulated with a unique odorless solvent, giving it even less odor than latex paint.

SMOOTH, TINTABLE, EASY-TO-APPLY!

WATERTITE is easy to apply with a brush or roller. It dries fast to a beautiful smooth, eggshell finish. Ordinary waterproofers contain sand and dry to a rough, gritty finish that over time can attract dust and dirt – a food source for mold and mildew. WATERTITE is bright white, and can be tinted to off white or other colors.



Rough, gritty waterproofers can attract dust and dirt over time.



WATERTITE dries to a smooth finish that resists dirt pick-up.

Where to use WATERTITE™?



INTERIOR concrete and masonry basement walls.



INTERIOR concrete slabs prior to flooring.



EXTERIOR above and below grade concrete, stucco and masonry foundations.



EXTERIOR retaining walls.

How to use WATERTITE™?



EXTERIOR MAINTENANCE

Before applying **WATERTITE**, perform the following steps:

- Make sure that rainwater is not collecting near the foundation and that water easily flows away from the house. If necessary, fill in low spots around the foundation with gravel and soil.
- Clear all outside gutters and drains of leaves and debris.
- Check for and repair any leaks in downspouts and gutter seams.
- Caulk around basement windows, extend down spouts and replace broken splash blocks.



PREPARE THE SURFACE

For new or unpainted masonry, surface must be clean and free of dirt, grease, oil, soap and other contaminants. New masonry must cure at least 30 days before applying any waterproofer.



- Remove efflorescence with **WATERTITE ETCH & CLEANER** or equivalent product.
- Rinse the surface thoroughly with water and allow excess water to evaporate.
- Remove all existing interior mold and mildew. Use a solution of 1 cup household bleach per gallon of water or use a mildew cleaner. For commercial buildings, follow appropriate guidelines for mold removal.
- Remove exterior mold and mildew with **JOMAX®** House Cleaner and Mildew Killer.
- Exterior surfaces should be power washed or sand blasted to remove all loose and scaling paint and

cement. Clean all surfaces with **WATERTITE ETCH & CLEANER** or equivalent product. and rinse as detailed. Loose sand and grit caused by acid etching must be removed from the surface by vacuuming or sweeping.

- For previously painted, non-glossy surfaces, see container label.



PATCH WATER LEAKS AND CRACKS

- Patch all holes and cracks – especially active water leaks – with **WATERTITE HYDRAULIC CEMENT**.
- Seal the joint where the floor and wall meet with **WATERTITE HYDRAULIC CEMENT**.
- Follow directions for proper application methods and dry time.



APPLY WATERTITE

- Stir thoroughly before and during application.
- Use a 1" nap roller for unpainted, porous surfaces, and a 3/4" nap roller for smooth or previously painted, non-glossy surfaces.
- Liberally apply the first coat using a thick synthetic brush, or by rolling a small section (3ft X 3ft) and then using the brush to work the coating into the pores of the masonry. Do not over-spread.
- Apply as much paint as necessary to produce a continuous, pinhole-free film.
- The second coat can be brushed or rolled on.





Dry Time – Dries to the touch in 1 hour. Allow the first coat to dry a minimum of 4 hours before applying the second coat. After the second coat has dried, inspect the surface for pin holes. Reapply additional paint to those areas as necessary. After reaching its full cure in 7-14 days, **WATERTITE** will stop up to 34 psi of water pressure – twice the strength of latex waterproofers! Do not apply if rain is expected within 24 hours.



Recommended Coverage – On rough, porous masonry apply both coats at a rate of 75 sq. ft. (7m²) per gallon. On smooth, denser surfaces, and those previously painted, apply the first coat as above. The second coat can be applied at a rate of 100 sq. ft. (9.3m²) per gallon.



Tinting – **WATERTITE** tints easily to beige, blue and grey (see label). **WATERTITE** can also be tinted to other off-white and pastel tones. Multiple containers of tinted paint should be intermixed (boxed) to ensure color uniformity.



Cleanup – Wipe up fresh spills and drips with a rag and paint thinner. To minimize solvent odors, use odorless mineral spirits and clean application tools outside of the work area.

VENTILATION: Although **WATERTITE** has virtually no odor, it contains solvent vapors. Therefore the work area should be ventilated. Be sure to open all windows and doors, and use a non-sparking exhaust fan to provide air movement. Extinguish all flames and pilot lights on water heaters and heating systems. Turn off air/heating systems at thermostat.

NOTE: Existing mold and mildew must be removed before painting. If you are concerned about mold and mildew behind walls, under-neath flooring, in ventilation systems or other unseen areas, contact a professional who specializes in mold and mildew remediation.

THE WATERTITE GUARANTEE

WATERTITE™ Mold & Mildew-Proof.* Waterproofing Paint offers a **LIFETIME GUARANTEE** that it will provide a waterproof finish when applied to bare masonry surfaces according to label directions except when leaks are due to settlement cracks or surface deterioration. In addition, **WATERTITE** is guaranteed for **FIVE YEARS** from the date of application to provide protection of the dried paint film from mold & mildew when two coats are applied according to label directions.

Introducing

WATERTITE™ LX

MOLD & MILDEW-PROOF* WATERPROOFING PAINT

FOR INTERIOR/EXTERIOR CONCRETE & MASONRY

Latex Base



- Guaranteed to stop water -- resists 10 lbs. water pressure
- Ideal basement waterproofer or primer/finish for external areas
- Backed by two separate guarantees - 10 year waterproofing, 5 year mold & mildew on the paint film only
- Very smooth finish--ultra low odor & bright white
- Economical--on first coat covers up to 200 sq. ft
- Quick dry – easy soap and water clean up

Try the **WATERTITE Sundries.** Waterproofing Preparation Before Paint Application!



WATERTITE
ETCH



WATERTITE
HYDRAULIC
CEMENT



WATERTITE
POLYURETHANE
SEALANT

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An **RPM** Company