



*For over 73 years superior-quality products  
to waterproof, protect, beautify, seal, repair & restore  
masonry, concrete, brick, stone, tile & stucco*

## **DAMTITE WATERPROOFING**

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# STEP 1-2-3

## for Decorative Waterproofing Projects



### Step 1: Prepare the Surface

#### Concentrated Concrete Cleaner

Prepares concrete, masonry, brick, stone, stucco, and tile walls prior to painting by cleaning and etching the surface. It removes and neutralizes salt-like deposits, mortar stains and oil residue. Safer than Muriatic Acid.



|       | Mfg. #            | Case Pack: |    |
|-------|-------------------|------------|----|
| 12 oz | UPC: 037438097128 | 09712      | 12 |
| 30 oz | UPC: 037438097302 | 09730      | 6  |

### Step 2: Repair the Surface

#### Waterproofing Hydraulic Cement

Stops flowing water or seepage under pressure through holes and cracks, and can even be applied under water. Expands as it sets to provide a permanent, high strength patch on cracks in concrete, masonry walls, wall-floor joints, swimming pools, water storage tanks, fountains, ponds, and drains. Ready to mix with water.



|         | Mfg.#             | Case Pack: |
|---------|-------------------|------------|
| 2.5 Lb. | UPC: 037438070312 | 07031 6    |
| 10 Lb.  | UPC: 037438071210 | 07121 4    |
| 50 Lb.  | UPC: 037438075027 | 07502 1    |

### Step 3: Decorate & Waterproof (Option A - Powder)

#### Powder Waterproofers in Plastic Pails

##### 10-Year Waterproofing Warranty on all Powder Waterproofers

Seals, protects and beautifies vertical walls constructed of concrete, masonry, brick or stucco. Eliminates dampness and resists mildew, flaking or chalking while beautifying and sealing all pores & voids. Helps reduce Radon Gas penetration through concrete block walls. Just add water to powder and mix; brushes on like paint. Covers up to 13.3 sq. ft./lb.



#### Maximum Coverage Waterproofer - Original Formula

|            | Mfg. #            | Case Pack: |
|------------|-------------------|------------|
| 7 Lb. Wht  | UPC: 037438010714 | 01071 4    |
| 21 Lb. Wht | UPC: 037438012114 | 01211 1    |
| 45 Lb. Wht | UPC: 037438014514 | 01451 1    |
| 45 Lb. Gry | UPC: 037438024513 | 02451 1    |

#### Heavy Duty Powder Waterproofer

Professional quality, cementitious coating that waterproofs, decorates and restores masonry walls. Will not crack, chip or peel. Covers up to 6 sq. ft./lb.



|              | Mfg. #            | Case Pack: |
|--------------|-------------------|------------|
| 50 Lb. White | UPC: 037438015511 | 01551 1    |
| 50 Lb. Gray  | UPC: 037438025510 | 02551 1    |

#### SUPERTITE Powder Waterproofer

Covers up to 7.4 sq. ft./lb.

(Includes a dry resin for best adhesion - no need for additional bonding additive)



|            |                   |         |
|------------|-------------------|---------|
| 35 Lb. Wht | UPC: 037438013517 | 01351 1 |
|------------|-------------------|---------|

### Step 3: Decorate & Waterproof (Option B - Latex)

#### Ready-Mixed Latex Waterproofers

High performance masonry waterproofers used for above or below grade applications. Alkali-resistant coating provides excellent waterproofing protection with a decorative finish for all masonry, cinder and concrete block, poured concrete, brick, stucco, basement, retaining walls and foundations. Fast drying, low odor, tintable and easy to clean up. Reduces Radon Gas penetration through concrete block walls. Covers up to 125 sq. ft./gal.



#### Original - 10-Year Waterproofing Warranty

|          | Mfg. #            | Case Pack: |
|----------|-------------------|------------|
| 1 Gallon | UPC: 037438035502 | 03550 4    |
| 5 Gallon | UPC: 037438035557 | 03555 1    |

#### 15-Year Waterproofing & 5-Year Mold-Resistance Warranties Ultima Premium Latex - Includes ceramic for bright, smooth finish.

|          |                   |         |
|----------|-------------------|---------|
| 1 Gallon | UPC: 037438035601 | 03560 4 |
| 5 Gallon | UPC: 037438035656 | 03565 1 |

#### FiberWall Surface Bonding Cement

A specially formulated fiberglass reinforced surface bonding cement that will waterproof, reinforce, beautify and restore masonry surfaces. Coat new block walls dry-stacked without mortar. High strength, resists cracking and safe for potable water cisterns. Covers up to 50 sq. ft.



|              | Mfg. #            | Case Pack: |
|--------------|-------------------|------------|
| 50 Lb. White | UPC: 037438048519 | 04851 1    |
| 50 Lb. Gray  | UPC: 037438048526 | 04852 1    |

# Waterproofing & Repair

Bonding Agents, Clear Sealer, Anchor Cement & Concrete Patches



## Acrylic Bonding Additive

For use with cement or plaster based mixes on both exterior and interior projects. Bonds new masonry materials to old. Assures adhesion of coatings to previously painted surfaces, floors and non-porous surfaces. Prevents separations, cracking and increases flexural strength.



|          |                   |
|----------|-------------------|
| 1 Quart  | UPC: 037438051601 |
| 1 Gallon | UPC: 037438053704 |
| 5 Gallon | UPC: 037438055005 |

| Mfg. # | Case Pack: |
|--------|------------|
| 05160  | 6          |
| 05370  | 4          |
| 05500  | 1          |

## Bonding Primer Adhesive

Highest strength agent for best adhesion of new coating over existing concrete or plaster. Use as prime coat and apply new topping when still tacky.



|          |                   |
|----------|-------------------|
| 1 Gallon | UPC: 037438056101 |
| 5 Gallon | UPC: 037438056507 |

| Mfg. # | Case Pack: |
|--------|------------|
| 05610  | 4          |
| 05650  | 1          |

## Waterproofing Anchor Cement

Portland cement based sets bolt, hooks, hand railing, fence posts, mailbox post, wood, metal, plastic or other fixtures into concrete or masonry. Fast setting, high strength, non-shrinking and weatherproof. One pound fills 18 cubic inches, 1/4" thick. Sets in 15-20 minutes.



|         |                   |
|---------|-------------------|
| 2.5 Lb. | UPC: 037438080311 |
| 10 Lb.  | UPC: 037438081219 |
| 50 Lb.  | UPC: 037438085026 |

| Mfg. # | Case Pack: |
|--------|------------|
| 08031  | 6          |
| 08121  | 4          |
| 08502  | 1          |

## Elastomeric Roof Sealer

A single component 100% acrylic polymer, water-base coating, designed to produce a tough, water resistant elastomeric coating. A bright white monolithic membrane with exceptional tensile strength, high reflectivity and resistant to fungus growth. Reduces thermal shock and lowers interior temperatures. Passes ASTM D6068 bends without cracking at -15°F.



|          |                   |
|----------|-------------------|
| 5 Gallon | UPC: 037438098507 |
|----------|-------------------|

| Mfg. # | Case Pack: |
|--------|------------|
| 09850  | 1          |

## Damtite Polyethylene Microfibers

A micro-fine manufactured high-tensile polyethylene fiber. A thickener to increase tensile strength and reduce sag when added to Damtite Elastomeric Roof Sealer (shown above).



|          |                   |       |   |
|----------|-------------------|-------|---|
| 5 Gallon | UPC: 037438095407 | 09540 | 1 |
|----------|-------------------|-------|---|

## Damtite Polyester Membrane Roll

Embed into roof coatings over joints and splits. Roll size: 6" x 300 ft.



|      |                   |       |   |
|------|-------------------|-------|---|
| Roll | UPC: 037438095001 | 09500 | 1 |
|------|-------------------|-------|---|

## Clear Shield Penetrating Water Repellent

Safe, odorless, clear penetrating sealer. Protects against water, ice & salt damage. For both exterior & basement/garage floors.



|          |                   |
|----------|-------------------|
| 1 Gallon | UPC: 037438063505 |
| 5 Gallon | UPC: 037438064502 |

| Mfg. # | Case Pack: |
|--------|------------|
| 06350  | 4          |
| 06450  | 1          |

## Clear Shield-ST: Economical Sealer for Cantera Stone and other Porus, Volcanic Surfaces in 5 Gal Pail



## SuperPatch Waterproofing Concrete Patch

Repairs or resurface concrete, masonry, stucco and brick, up to 3" thick in one application. Waterproof non-shrink formula with exceptional strength and adhesion. Mix only the powder and bonding liquid included in pail; do not add water.

|        |           |                   | Mfg. # | Case Pack: |
|--------|-----------|-------------------|--------|------------|
| 7 Lb.  | Concrete  | UPC: 037438040728 | 04072  | 4          |
| 15 Lb. | Concrete  | UPC: 037438041527 | 04152  | 1          |
| 70 Lb. | Concrete  | UPC: 037438047024 | 04702  | 1          |
| 7 Lb.  | Off White | UPC: 037438040711 | 04071  | 4          |
| 15 Lb. | Off White | UPC: 03743841510  | 04151  | 1          |
| 70 Lb. | Off White | UPC: 03743847017  | 04701  | 1          |



## BondsOn Vinyl Concrete Patch

For thin repair or resurface. Spreads to 1/16" thickness. Self bonding. 1-component powder. Just add water and mix. All in convenient resealable pails.

|        |  |                   | Mfg. # | Case Pack: |
|--------|--|-------------------|--------|------------|
| 3 Lb.  |  | UPC: 037438040032 | 04003  | 6          |
| 12 Lb. |  | UPC: 037438040124 | 04012  | 1          |
| 25 Lb. |  | UPC: 037438040254 | 04025  | 1          |
| 40 Lb. |  | UPC: 037438040452 | 04045  | 1          |

# Retail POP Materials & Planogram

English & Spanish versions - Free of Charge (Upon Request)

## CONSUMER HANDOUTS



Island Consumer Handout (English) #11104

Tropical Consumer Handout (English) #11106

Island Consumer Handout (Spanish) #11105

Tropical Consumer Handout (Spanish) #11107



Easy as 1-2-3 Photo on Back #11101



Plastic Handout Holder #11150

## PLANOGRAM



## Mobile Rack Display



## ACTION DISPLAY with HEADERS!



Latex + MC Powder English #11000A



Latex + MC Powder Spanish #11000B



Max Cover Powder Only English #11000C



Max Cover Powder Only Spanish #11000D

## Vinyl BANNERS ! (72" x 36")



English Basement #11250



English Cisterns #11251



English Concrete Walls #11253



Spanish Cisterns #11252

## Display HEADERS! (36" x 12")



3' Display Header #11200



3' Display (Spanish) Header #11202

## MISCELLANEOUS SALES AIDS



3 Ring Product Binder #11901



SuperPatch Mirror - Concrete Color #11902



Latex Drawdown #11301



Sample Tiles

### Powder Waterproofers:

- Max Cover-white #11400
- Max Cover-gray #11401

### Heavy Duty Waterproofers:

- Max Cover-white #11402
- Max Cover-gray #11403

### Supertite:

- White #11404
- Original #11405
- Ultima #11406

### Concrete Repair:

- SuperPatch - Off White #11407
- Concrete #11408
- Vinyl Concrete Patch - Gray #11409



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