



## Technical Bulletin

Corporate: P.O. Box 397 • Fortson • Georgia • 31808 • 800-755-0825 • FAX 706-569-6704

### **MW# 136-210201**

### **Topic: Acrylic Polymer Benefits**

Master Wall® formulates our products using industrial grade acrylic polymers. Our polymers are water-based which translates to an environmentally friendly product line with lower VOC content compared to solvent-based materials with easy workability.

High performance resins and chemicals developed with water-based acrylic polymers offer many improvements over solvent based products. Water-based acrylic polymers are environmentally friendly and easy to work with. They clean up easily with soap and water yet when dry is extremely durable and resistant to environmental and chemical degradation.

#### **Acrylic Polymer Benefits**

Acrylic polymers in Master Wall® products offer many benefits such as

- Improved adhesion to non-porous surfaces
- Excellent finish, gloss, and clarity
- Superior hardness
- Outstanding durability and weatherability
- Alkali-resistance Anti-corrosion properties
- Longer storage stability
- Improved product feel, flow, and solubility
- In finishes acrylics form a film, sealing in the protection

Maintaining high levels of acrylic content, while beneficial, is also one of the more expensive additions to an exterior product. Lower cost competitors often manipulate polymer levels or add extenders such as fibers. At the extreme end latex is used instead of acrylic, resulting in a brittle, poor performing finish that is priced as a cut-rate option.

#### **Disclaimer**

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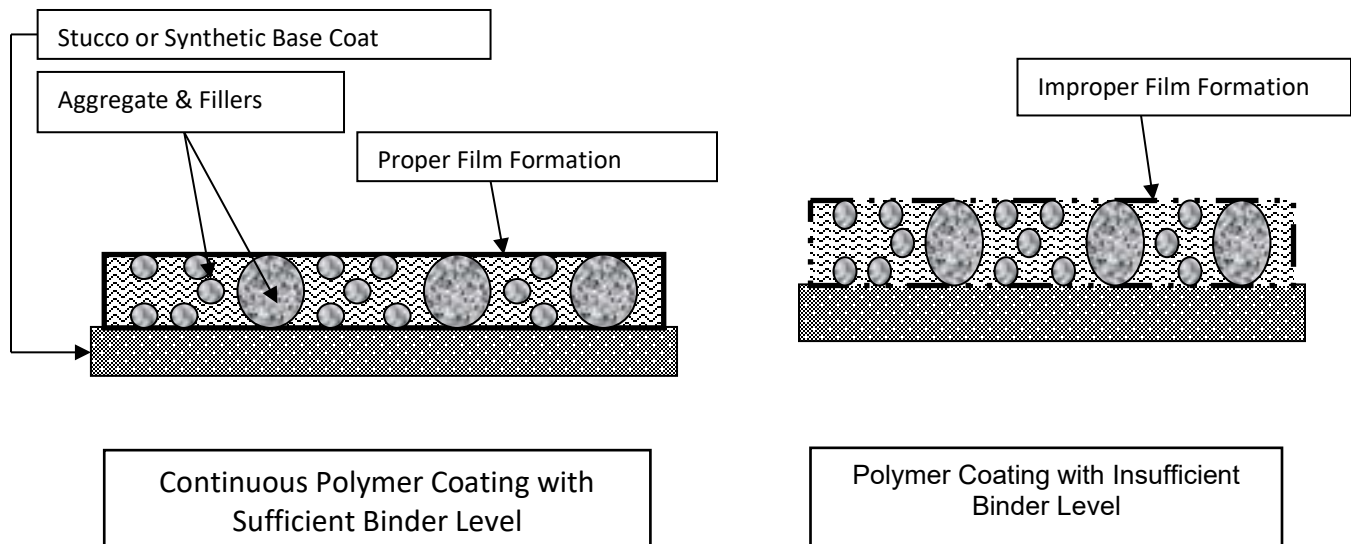
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### Acrylics in Textured Finishes

Higher levels of acrylic are needed in textured finishes to provide long-term protection for the buildings. As the material dries the acrylic cross-links on the surface of the finish forming the protective shell, locking in the protection.

While it is possible to engineer a finish that passes lab tests and minimum standards, the cross-linking is incomplete, resulting in microscopic gaps that affect the long-term performance of the finish. After reviewing finishes that are being sold in the EIFS and Stucco Industry today, it is evident that some manufacturers do not have enough binder to provide long-term protection against the weather elements.



In summary, Master Wall® products are engineered for long-term building performance with higher levels of acrylic polymers at the forefront of our ability to both bind the product and protect the building. As with the building owners and architects we serve, and as one of the last American-owned and privately held businesses in our industry, our products are judged by each project, not by manufacturing the cheapest materials.

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