

The Performance Benefits with the Application of MODAC Products

By Rich Schutt, AAA Painting Contractors

Does your building suffer from peeling paint, cracks, water leaks, adhesion issues, or rebar stains? Harsh climates, building location, salt and water environments, building age, and maintenance of the building all have a huge impact on the appearance and durability of a building's surface. It is important to consider the effect of climatic conditions on your building materials. Quality exterior paints are formulated to provide a great look that lasts longer. They adhere better to surfaces and stand up to the elements more effectively.

With high quality paint, you can expect:

1) BETTER COLOR RETENTION

In many cases, quality exterior paints keep their “new” look up to twice as long as lower grade paints.

2) BETTER DIRT RESISTANCE

Quality paints won't pick up and hold airborne impurities.

3) BETTER RESISTANCE to CHALKING

Quality paints will hold their finish longer.

4) BETTER MILDEW RESISTANCE

With quality paints, the chance of unsightly mildew is greatly reduced.

5) BETTER HIDING

Quality paints provide a higher build for better coverage, so fewer coats are required, that saves you on material, time and labor.

6) LESS BLISTERING, FLAKING and PEELING

Quality paints have better adhesion, giving you better curb appeal, year after year.

The cheapest paint isn't necessarily the most inexpensive. So before you make a decision based on price, consider this: Lower quality paints require more coats to cover, aren't as durable and usually need repainting much sooner. This is especially true with exterior coatings. MODAC materials are made to withstand harsh climate conditions as well as other factors that may impact your building's surface resilience.

MODAC is a pigmented, breathable, hi-build, VOC compliant, solvent-acrylic waterproof coating recommended for all types of concrete and masonry. With over 40 years of proven performance in the most difficult climates, MODAC coatings are the benchmark of excellence in exterior waterproofing. One coat provides resistance to wind driven rain at speeds of up to 100 mph. The product is resistant to acid rain, chemical/chloride attack, efflorescence, carbon dioxide, and ultra violet rays. MODAC has been put to the test in order to prove its durability and resilience to harsh climates. When MODAC was applied to brick and immersed in an oven efflorescence solution (10% sodium sulphate), there was no efflorescence or blistering after 20 days of exposure. In comparison, standard house paint blistered after only 2 days of exposure.

In addition to the benefits of durability, MODAC also has superior adhesion properties. Surface tolerance allows for application to high pH concrete, damp surfaces, and hard finishes in temperatures as low as 20 degrees Fahrenheit. MODAC is permeable and allows for moisture vapor transfer. AAA Painting Contractors found that even in environments that are detrimental to most paints, MODAC has become the solution.

The performance testing of MODAC has far exceeded the standards set in the industry. A normal application of one coat of MODAC will provide most customers with a 5 year warranty for labor and materials. A two coat MODAC application can usually exceed 10 years without failing. In comparison to a two coat application of a standard paint which normally carries a 2-5 year warranty for materials only, you can realize the optimum savings in a short period of time by having MODAC as your solution.

AAA Painting Contractors has provided high quality painting and construction services for over 20 years. AAA combines extensive product knowledge and experienced crews with friendly, prompt and reliable service. This philosophy is what keeps AAA's satisfaction rating at 99%. View our latest club projects at www.aaapaintco.com.