



DuraSoy Paints

Frequently Asked Questions

- 1. What's the difference between DuraSoy One and DuraSoy Pro?** Both products deliver the same basic attributes, but with different grades of the same ingredients and at different price points. DuraSoy One is our ultra premium paint that contains the maximum levels of the highest quality ingredients and a high solids content of 64%. This paint was engineered for maximum durability and performance with the highest quality sustainable ingredients. It is simply the best high performance sustainable paint at a price point that is less than any other premium paint in its class. DuraSoy Pro uses lower cost ingredients with lower solids content, yet still achieves a high 58% solids level. This paint was engineered to provide superior performance for high production painters who require a lower cost paint to better compete with the cheap and lower quality brands on the market. Both DuraSoy One and DuraSoy Pro contain more sustainable and performance attributes than any other paint at any price.
- 2. Everyone sells a zero or low VOC paint, what makes DuraSoy Paints different?** This is the key question that sets DuraSoy apart when comparing sustainable attributes. VOC's are only a small fraction of measuring sustainability. While DuraSoy meets these criteria, we take a much more advanced approach to sustainable development. By incorporating bio-based (plant-based) ingredients from a waste stream reclamation process, our paints contain renewable resource and recycled materials content. Furthermore, by using a high content alternative bio-solvent that perform like a petroleum based solvent, we significantly reduce petroleum use in our paints, unlike other paints manufactured today. Low or no VOC competitive products simply do not reduce petroleum content. Our paints contain over 40% bio-based and recycled content. Others that are trying to catch up to this technology have only been able to reach 5% at best. Higher quality and higher performance attributes provides more durability, increased life span, and reduces the amount of material used over the life of the substrate. Don't be fooled by gimmicks and 'greenwashing'. There is a difference in green and performance expectations.
- 3. What is the performance differences compared to other paints?** There are several important performance features that surpass all other paints. DuraSoy primes, coats, and seals in one step. With the function of the soy ester dispersion resin used, DuraSoy actually penetrates, bonds, and seals the substrate. This results in a repelling paint coating that resists the penetration of moisture and stains that lead to premature degradation. DuraSoy contains 58%- 64% solids which are more than twice that of conventional paints. This simply means more paint dries on the surface to provide better hide and more film build for durability. Unlike other paints, DuraSoy's advanced chemistry is compatible for both interior and exterior applications. Since DuraSoy is highly scrub, moisture, and stain resistant, it cleans easily with soap and water for use in all areas of the building eliminating the need to purchase multiple types of paint bases. More water and stain resistance, more scrub resistance, and higher film build, provides the ultimate paint coating technology.
- 4. What sheen levels are available?** DuraSoy is available in one sheen level called Satin. Our satin sheen falls between a flat and eggshell when comparing to most other paints. Semi-gloss may be introduced at some point in the future for the decorative aspects. We achieve the repellency and cleanability that often dictates the use of semi-gloss in moisture prone areas, so the demand for a semi-gloss has not dictated the need at this time. Those that wish to use DuraSoy, yet want a semi-gloss sheen on trim will topcoat only those areas with our Poly-Soy Gloss Finish.
- 5. How much bio-based and recycled content do DuraSoy Paints contain?** Over 40%. We use a highly refined recycled soy ester resin that is extracted from Vitamin E production. Utilizing advanced processes to refine this waste material keeps the waste from entering the landfills and does not affect the food supply. We have accomplished the optimum balance of efficiency and sustainability.
- 6. Does DuraSoy meet USGBC LEED and other green certification criteria?** Yes, DuraSoy contains more green building attributes than any other paint product. Others may have low or no VOC for a low emitting material, but that's not good enough for us. We not only meet the low emitting materials criteria, we have other sustainable considerations such as; renewable resource, recycled content, innovation in design, building re-use, sustainable site development and others.
- 7. What is the coverage rate and why would there be a difference?** The average coverage may vary between 350 sq.ft./gal to over 400 sq.ft./gal. at a 4 wet mil application. A rough or highly porous substrate will want to absorb more material and may result in lower coverage. A denser substrate will absorb less and may result in higher coverage. Application method and film build will also vary coverage rates. Using industry standard dry mil thickness rates, 400 sq.ft

coverage per gallon using DuraSoy One containing 64% solids will yield approximately 2.56 dry mils as compared to a conventional 30% solids paint yielding only 1.2 dry mils. That's over twice the paint film over cheaper paints.

8. **How is a one coat hide possible?** Most typical hiding can be accomplished with about 3 dry mils. Traditional paint instructions call for 1 primer coat followed by 2 topcoats to achieve this coverage. High water content, low solids paint will not allow creating a high film build in one coat. Trying to do this will result in paint running down the walls. With DuraSoy's higher solids and thicker viscosity, it allows the ability to apply more film build when required. One coat hide does not mean one pass of paint at 1 dry mils. You must apply the required amount of film build to reach the desired level of hiding. If it is more practical to apply two coats, by using DuraSoy you are assured that you have still reduced the number of coats otherwise required based upon having more than twice the solids or film build in comparison.
9. **How can DuraSoy eliminate the need for a primer?** Since DuraSoy's chemistry and characteristics has the ability to penetrate, bond, coat, and seal in one step, it makes priming unnecessary in most applications. DuraSoy may even be used on finished new drywall in a one coat application. High water content paints will absorb into this porous material leaving very little film build, whereas DuraSoy's high solids allows a thicker application to achieve a one coat hide. Keep in mind, such highly porous materials will require slightly more paint. (Always test to ensure adequate coverage and to observe extreme variations in substrate porosity. Closely evaluate the porosity of patching compounds as compared to the wall board material used. Unique instances may require a specialty primer for a particular substrate requirement).
10. **How is it possible for DuraSoy to be an interior and exterior grade paint?** DuraSoy's unique chemistry accomplishes the perfect balance. It has the necessary hardness, scrub, and stain resistance to withstand typical interior abuse. The formulation also provides the necessary flexibility to withstand temperature variations, and unlike other paints that actually absorb moisture during rainfall, DuraSoy repels moisture to protect the integrity of the paint longer.
11. **Does DuraSoy apply differently than traditional paints?** Yes and no. DuraSoy may be applied by brush, roller, or airless sprayer. Always use high quality tools and if using a sprayer, inspect tips for uniform flow and test for desired finish. Many professional painters always back-roll regardless to provide optimum uniform coverage. Recommended tip orifice size is a #15 to #17. You may dilute up to 10% with water if thinning is necessary for spray applications. As with any high solids paint, work in small sections when trimming the edges to ensure you maintain a wet edge for proper blending. If applying multiple coats, always allow the previous coat to dry, this is usually between 30 minutes to 1 hour with adequate ventilation and airflow.
12. **Will temperature affect the installation?** All drying and curing schedules are based at a baseline temperature of 72 degrees F @ 50% relative humidity. The warmer and dryer the temperature, the faster the dry times. The colder or more humid, the slower the dry times. Surface temperatures should be below 95 degrees or above 40 degrees for best results.
13. **Can DuraSoy be applied to an existing semi-gloss paint?** Yes. As with any coating you should always degloss or sand semi-gloss or glossy surfaces to help increase bonding strength. Use either an applicable sanding screen or liquid deglosser. If the surface is very dense or lacks optimum porosity, dry times will be extended and bond strength may be affected.
14. **Can you apply DuraSoy over an oil-based paint?** Yes in most situations, however, we always recommend testing to ensure acceptable results. Sanding or deglossing is recommended to open up the paint coating for optimum bonding. DuraSoy's unique chemistry replicates oil based technologies and has a higher probability of compatibility. This is not even possible for other water-based paints unless a transitional primer is used.
15. **What colorants are used and how many colors are available?** We specify the ColorTrend 808 Series Zero VOC pigments made by Evonik/Degussa. The 802 series is also acceptable as it is the previous generation pigment. Colors are virtually unlimited and may be computer matched to most major manufacturers color palettes. See your dealer for assistance with color selection.