

Before you purchase your next waterproofer, compare labels.

COMPETITORS' PRODUCTS -

Cabot's Deck Sealer, Behr's Waterproofer, Thompson's Water Seal Multi Surface, Sikken's Deck Sealer

Information below is taken directly from one or more of these competitors' labels.

Notice: Cancer Causing Chemicals

This product contains a chemical known to the state of California to cause cancer and birth defects, or other reproductive harm.

Notice: Brain Damage

Contains solvents which can cause permanent brain and nervous system damage.

Cautions

- Flammable and combustible
- Contains petroleum distillates
- This product contains a maximum of 550 grams of Volatile Organic Compounds (VOCs)
- Wear a vapor respirator during spray applications

Surface Protection Period

Clear stains: 1 year
Other tinted stains: 2 to 4 years

Application Restrictions

Do not apply when air or surface temperature is below 50°F or may fall below 50°F for 48 hours after application.

Streaking/Color Change

If not applied carefully and evenly these products can streak. Some of these products cause a color change.

Clean Up/Disposal

Clean brushes and containers with mineral spirits. Immediately after use place rags, steel wool or waste in a sealed, water filled, metal container.

Danger

Rags, steel wool or waste soaked with decking stain may spontaneously catch fire if improperly stored.

Tinting

Decking stains neutral base and deep base must be tinted with compatible universal colorant.

Other

- These products contain petroleum distillates and VOCs and will harm fish, pets, livestock, plants and people.
- These products sit on the surface and wear away more quickly, requiring regular reapplication.
- These products leach out and will harm the environment.

SEAL-ONCE™

Seal-Once

Does not contain any chemicals known to the state of California to cause cancer and birth defects, or other reproductive harm.

Seal-Once

Does not contain any solvents which can cause brain, nervous system or any other system damage.

Seal-Once

- Non-flammable, non-combustible
- Does not contain petroleum distillates
- Contains zero Volatile Organic Compounds (VOCs)
- Wear a dust mask during spray applications

Seal-Once

Clear: up to 6 years on horizontal surfaces; Tinted: up to 6 years on horizontal surfaces; And up to 10 years on vertical surfaces

Seal-Once

Can be applied at any temperature above 35°F

Seal-Once

Will not streak or change wood color to orange or any other color.

Seal-Once

Clean brushes and containers with warm soapy water and reuse.

Seal-Once

Non-flammable or combustible; Wash rags, steel wool, etc. in warm soapy water and reuse

Seal-Once

Seal-Once tinted formulas are applied directly from the container.

Seal-Once

- Will not harm fish, pets, livestock, plants or people when applied according to the label recommendations.
- Penetrates surfaces up to 3/8" depending on porosity.
- Seal-Once does not leach out or become hydrolytically unstable, therefore, it is safe to use over water.

SEAL-ONCE™

Product Benefits



Wood Formulas

- ◆ Outperforms all wood waterproofers on the market.
- ◆ Protects horizontal surfaces up to 6 years and counting. Vertical surfaces up to 10 years.
- ◆ Seals wood products up to 3/8 inch.
- ◆ Protects against mold, mildew, cracking, warping and splitting.
- ◆ Will not streak, will not yellow. Will not change natural wood colors.
- ◆ Tinted formulas add color without hiding wood grain.
- ◆ Can be painted or stained after treatment
- ◆ Provides UV protection.
- ◆ Can be applied at 35°F and up.
- ◆ Easy soap & water clean up.

Concrete/Masonry Formulas

- ◆ Outperforms all concrete waterproofers on the market.
- ◆ Protects horizontal surfaces up to 6 years and counting. Vertical surfaces up to 10 years.
- ◆ Seals concrete products up to 3/8 inch.
- ◆ Protects against mold and mildew.
- ◆ Will not streak, will not yellow.
- ◆ Provides UV protection.
- ◆ Resistant to salt & chloride.
- ◆ Resistant to freeze & thaw.
- ◆ Reduces spalling.
- ◆ Can be applied at 35°F and up.
- ◆ Easy soap & water clean up.

Health & Safety Features



- ◆ Water based & friendly to the environment.
- ◆ Will not harm fish, pets, livestock, plants or people.
- ◆ Does not contain chemicals that the State of California has determined causes cancer & birth defects or other harm.
- ◆ Does not contain volatile organic compounds (VOC's)
- ◆ Will not harm brain or nervous system.
- ◆ Approved by the State of New Hampshire.
- ◆ Non-toxic, non-flammable, non-combustible.
- ◆ Safe to use over fresh and salt water.
- ◆ Unused product can be stored safely in a basement or garage.

	<u>Seal-Once</u>	<u>Cabot</u>	<u>Thompsons</u>	<u>Sikkens</u>	<u>Olympic</u>	<u>Behr</u>
No VOC's	✓					
Non Toxic	✓					
Eco Friendly	✓					
Non Combustible	✓					
Supported by State Environment Agency	✓					
Performance in Years	up to 10	2	2	6	2	2
Penetrates Wood Surfaces up to	3/8 inch					
Penetrates Concrete Surfaces up to	1 inch					
Marine Product	✓					
Concrete Product	✓	✓	✓			
Tints	4	Yes	Yes	Yes	Yes	Yes
Safe to Use Over Fresh or Salt Water	✓					
Stainable/Paintable After Treatment	✓					
Easy Clean Up	✓					
Can Be Applied at 35°F	✓					
Can be Applied to Interior Surfaces	✓					
No Color Change	✓					
Will Not Streak	✓					
"Will Not Harm Fish, Pets, Plants or People"	✓					
Will Not Cause Cancer	✓					
Will Not Cause Brain Damage	✓					
Will Not Cause Birth Defects	✓					
Will Not Cause Nervous System Damage	✓					
Will Not Spontaneously Explode	✓					
Unused Portion Can Be Safely Stored in Home	✓					

Waterproofers makers feel they're on to something big.

Eco-friendly product: Seal-Once penetrates wood and masonry and is touted as not being harmful to plants, pets or fish.

By DENIS PAISTE, Union Leader Staff
MANCHESTER

ENVIRONMENTALLY FRIENDLY, long lasting and cost effective, Seal-Once is going to transform the market for wood and concrete waterproofers, according to Henry R. "Hank" Croteau, president of New Image Coatings in Manchester.

"This is not a coating, or a sealer, this is a true waterproofer, and it penetrates," Croteau said in a recent interview.

"Technically, you could build a house and put this on all your cedar shakes or all your clapboards and then paint or stain on top of that," Croteau said.

"We can accept any type of coating on top of this because we're not a surface coat. What we're strictly trying to do here is prevent water

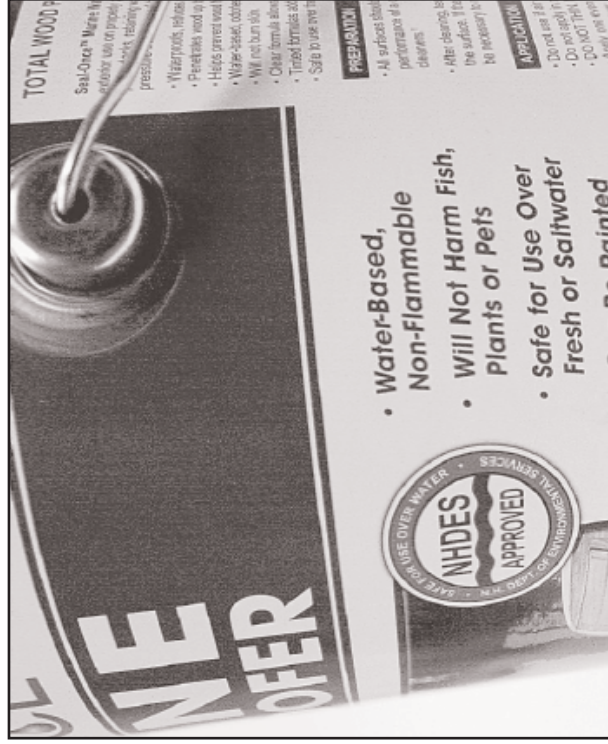
proofing agent in Seal-Once.

"These toxicity tests showed that this product is pretty safe," Connor said. "Used within the label conditions, there are no constituents in the product at levels of concern or levels that would impact water quality," Connor wrote in a letter to Croteau.

Connor said the letter was not an endorsement. "Any product that comes into the state that may enter a water body, we have to examine that material," he said.

"We want to make sure that if this product gets into the water, that it's not going to cause any fish kill for any biological critters living near the shore, reptiles or any invertebrates," he said.

Despite his finding that wood treated with Seal-Once can be used safely



Seal-Once has labeling that indicates it is not harmful to plants, fish or pets. The product is marketed as "non-toxic" and "eco-friendly".

around the state's waters, Connor said DES won't allow the liquid product to be put directly into the water.

"They can't spray it into waters," he said. "If you have removable docks, you should treat them in the fall when they are out of the water," Connor said. "If you have permanent docks, you probably should rent or purchase tarps and have someone hold the tarp while you are painting over the water."

On the market for two months, Seal-Once has found ready acceptance from retailers and distributors, New Image Coatings vice president of operations David D. Myler said.

"Every hardware store wants it, every concrete and masonry store we've been to thus far wants it, because they don't have an eco-

friendly, non-toxic product to offer," Myler said.

Portland, Maine-based hardware distributor Emery-Waterhouse is offering Seal-Once on a drop-ship basis, which means a customer can purchase it through Emery-Waterhouse but the distributor doesn't yet warehouse it.

Negotiations are under way to add Seal-Once as a regularly warehoused item, said Lynn Sewell, associate merchandise manager for Emery-Waterhouse.

Emery-Waterhouse supplies retailers throughout the Northeast. Myler said Canadian paint manufacturer and distributor Sico Inc. is also evaluating whether to sell Seal-Once under private label in Canada. The product line has already been

picked up by Manchester based Corriveau-Routhier. "It's environmentally friendly," vice president John Corriveau said. "It's one of the first products that truly is that when it comes to preserving wood or concrete."

Among Seal-Once advantages are its longevity, ease of application and lack of the smell associated with most solventbased sealers, he said. Corriveau-Routhier has stores in Manchester, Concord and Nashua.

Belmont flooring, decorating and paint store The Home Beautiful is also carrying Seal-Once. "The people are loving because it looks like you just cut the wood and put it right on the wall; it doesn't give it that altered color or look to it," said manager Dan Downing. "We have it out here in the store with all our other deck

coatings and so forth," he said.

"Based on their studies, it's a very high-end product. To make your mark in this industry, you want to go to the higher-grade products."

The retail price for a gallon of Seal-Once ranges from about \$28 to \$38.

"A lot of it depends on the volume that they buy," Croteau said. "We have obviously price breaks. If a store is buying, let's say 20 cases, he is going to get the best price so he can sell it at the best price."

Although the Seal-Once business is based at 150 Dow St. in Manchester, the firm obtains its waterproofing agent in concentrate from manufacturer Visco Inc. of Lincoln, Neb., under an exclusive marketing agreement.

"They manufacture the concen-

trate, but we have sole marketing rights internationally for the product," New Image Coating president Croteau said.

Croteau also owns Seal Pro Inc., which has been in business since 1980, and sells seals for industrial pumps, boilers, hydraulics and gasketing materials, and maintenance products like penetrating oils, silicone sprays and lubricants. Over the past seven or eight years, Seal Pro also has distributed waterproofing materials, coatings and sealants, Croteau said. It was through the industrial coating business that Croteau came to work with Mike Cork, the chemist who invented the water-based polymer waterproofer underlying Seal-Once.

"He presented the product to me because of the relationship we've had and the trust we had in each other and wanted me to get involved with it," Croteau said. "I sat on it for a whole year and did nothing with it and finally he called and said you know you need to do something because we need to move on with the product and I need to find somebody. That was last year, last summer, around August," he said.

"Seal Pro is just a small regional company covering the New England market, with direct sales reps that call on industry. I'm the sole owner and it was more prudent for me to branch this off into a separate company with a partner like David," he said.

"I called Dave, a very close friend and someone who I grew up with in Berlin, N.H.," Croteau said. "Dave was retired and I had him come into the office and meet Mike, because I knew I was in need of some help, and so we interviewed Mike, we made a videotape in my conference room



According to David D. Myler, New Image Coatings' vice president of operations, Seal-Once is finding plenty of buyers. "Every hardware store wants it, every concrete and masonry store we've been to thus far wants it..." he said.



Henry R. "Hank" Croteau, president of New Image Coatings in Manchester, said the new product he is marketing will accept any type of coating on top and will prevent water ingress into masonry or wood, so it doesn't split, crack, mold, or mildew.

and we saw that we had something that we thought was extremely rare in this industry."

Once they obtained the letter from the Department of Environmental Services stating that the product was suitable for marine applications, they proceeded to launch the business, putting together literature, can labels and creating a web site.

New Image Coatings recently negotiated a deal with MMH Ventures, a sheltered workshop in Manchester. "We're providing them some work for their employees, and they're providing us a very good service and it's going to a very good cause, so right now we're using them to fill up all our cans and buckets," Myler said.

"We provide the concentrate, and they add the water," Croteau said.

The MMH arrangement allowed

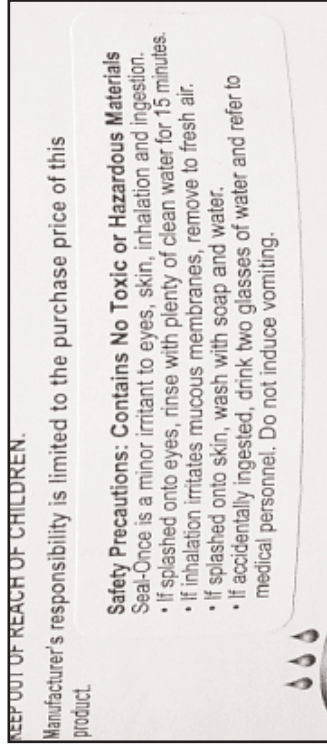
New Image Coating to increase Seal-Once production from 150 cans a day to 2,000 cans a day.

"It might be worth noting that we're talking to an organization in St. Louis that does the same kind of fulfillment and one in Minnesota and one in North Carolina," Myler said. "We have quotes, and we're now trying to make decisions."

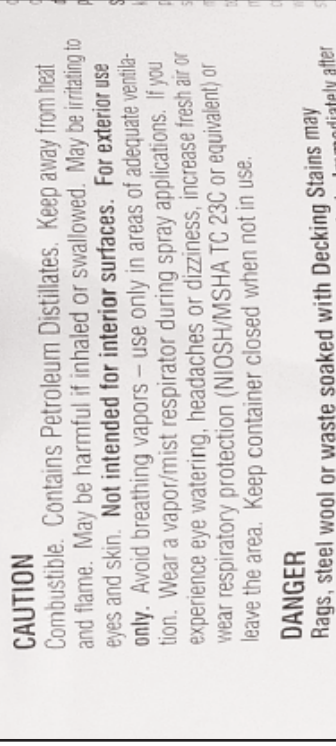
While competing clear finish waterproofers need to be reapplied after year or two, Croteau said, "We're stating years on horizontal and counting and 10 years on verticals and counting on clear."

Seal-Once can also be tinted brown, red, yellow or gray.

On the Net: www.seal-once.com



A look at the warnings on the sides of water sealer cans. Above, the Seal-Once can indicates the product is a minor irritant. Below, the warning on a can of sealer containing petroleum distillates, indicating the dangers.



PRODUCT NAME

Seal-Once™ Advanced Multi-Surface Waterproofer;
Industrial Grade Concentrate

MANUFACTURER

New Image Coatings, LLC.
150 Dow Street
Manchester, NH 03101
603-669-8786 • Fax 603-669-9048
www.seal-once.com
email: sales@newimagecoatings.info

PRODUCT DESCRIPTION

BASIC USE

Seal-Once Advanced Multi-Surface Waterproofer is a concentrated, water-based, deep-penetrating formula designed primarily for waterproofing wood, concrete and masonry surfaces. Seal-Once is designed to be diluted with clean water for each part of concentrate at a 1:1 ratio for easy application.

Seal-Once provides years of protection and does an exceptional job of limiting moisture ingress, as well as reducing fungal and microbial attack by reducing available moisture. Seal-Once is colorless and will not discolor wood, concrete or masonry. Seal-Once is available in clear and stained versions.

Seal-Once does not contain mercury, heavy metals or silica. There is an internal chemistry which is designed to facilitate bonding to wood and cementitious substrates. When Seal-Once dries on a substrate, it does not leach out or become hydrolytically unstable, however it may be removed by wearing the substrate away or by application of strong oxidizers. It may be painted over as soon as it dries.

It may be used below grade as a first application before topping with a waterproof coating recommended for below-grade application.

PROTECTS WITHOUT BEADING

The advanced technology of Seal-Once penetrates surfaces up to 3/8 inch and bonds to form a superior barrier inside the surface. Although beading may be much less evident, this is the ideal application for the longest term protection. Other waterproofers which merely sit on top of the surface will show beading but wear away more quickly, requiring regular re-application.

HEALTH AND ENVIRONMENTAL SAFETY

Seal-Once is non-flammable, non toxic and is harmless to humans, animals and plants. Seal-Once contains no VOCs or petroleum distillates. New Image Coatings has requested and received documentation that states this product contains no nitrates or phosphorous, nor does this product contain aluminum, arsenic, cadmium, chromium, copper, lead, nickel, zinc or any other metals.

Acute and chronic tests were conducted using Ceriodaphnia, Pimephales, Mysidopsid and Menida. The toxicity report supports the conclusion that no acute or chronic toxicity is associated with this product when used according to the product label. Materials treated with Seal-Once and immersed after drying show no leaching capacity and therefore, no toxicity to the system. The product bonds to substrates and is no longer soluble in water. Used within the label conditions, there are no constituents in the product of concern or levels that would impact water quality. The best management practice would be to treat all products on the shore and not over the water. This would alleviate any potential for concentrated turbidity, due to accidental spill on water.

Physical Characteristics

Color	Milky White
Flash pt.	None
pH	7
Solvents	None
As Concentrate lbs/gal	8.1
Specific Gravity	.976
Application Temp.	35°F and above
Solid Content	32%

Recommended Uses

Wood (all types)	Decks, Fences, Docks, Piers, Shingles, Shingle Siding, Wood Playgrounds, Planters, Furniture
Concrete	Walkways, Driveways, Curbs, Steps, Platforms, Loading Docks, Ramps, Floors, Parking Decks, Chimneys, Retaining Walls
Other	Stucco, Brick, Tile (Unglazed), Granite, Limestone, Slate, Gravestones

SUMMARY: ACUTE TOXICITY REPORT

Testing by Huther and Associates, Environmental Toxicologists, Biologists and Consultants: Denton TX; May 19, 2003. 48-hour LC50 toxicity test procedures followed recommended methods contained in "Methods for Measuring the Acute Toxicity of Effluents and Receiving Waters to Freshwater and Marine Organisms, Fourth Edition," EPA/600/4-90/027F, August 1993.

The diluted product concentration listed as 0.0123 ml/L is the product used at recommended dilution rate (1 gal. of water to 1 gal. of concentrate). This is applied through a sprayer (hand pump-up and set at a stream) and the stream was captured in a container for the duration that it takes to treat 15 feet of decking three times. This volume was then calculated as though dumped into a 300-gallon tank and expressed as ml/L. A 300-gallon pond is considered the smallest pond in which fish may be kept in an outside environment (such as koi or goldfish). In actual practice, one would atomize (apply as a spray or mist) Seal-Once during application and would require a great deal longer to put out the same volume than the

coarse stream used. This is done to represent a worst-case scenario.

The concentration listed as 0.123 ml/L is the same worst-case scenario done at 10x greater concentration or the same volume of Seal-Once being dumped into 30 gal. instead of 300 gal. This concentration (0.123 ml/L) proved to be the threshold where Seal-Once began to exhibit statistically significant toxicity to the test species. These test species are used because of their extreme sensitivity to change in composition whether chemical or metallic, etc. in their respective fresh and saltwater environments. A point of reference is that a goldfish can survive in many instances in an environment 1,000 times more polluted than these species. That is why EPA/600/4-90/027F, August 1993 test criteria are used to evaluate toxicity as the extreme sensitivity of these test species may point out problem chemistries, building materials or potential pollutants.

Materials treated with Seal-Once then immersed (after drying) show no tendency toward toxicity. Seal-Once bonds to wood, cementitious and stone surfaces which stops mobility and ceases to be soluble or show hydrolytic sensitivity.

PRODUCT COMPARISON

Seal-Once™ Advanced Multi-Surface Waterproofer

- Lasts up to 6 years on horizontal surfaces and up to 10 years on vertical surfaces.
- Environmentally safe, will not harm plants, pets, fish, livestock, humans. Contains zero volatile organic compounds (VOC). No toxic fumes.
- Seals and protects with single application on most surfaces. Requires additional application(s) on extremely porous surfaces. Second coat can be applied as soon as first coat has penetrated.
- Can be applied to green concrete.
- Allows wood to age naturally in appearance.
- Cleans up with water.
- Paintable/stainable with latex or oil-based paints.
- High binding action for better adhesion/protection.
- Non-flammable, no special handling required.
- Milky white for more even application, dries clear.
- Dries on concrete/masonry within 1 hour
- Resistant to mildew.
- Resistant to salts and chlorides.
- Helps prevent efflorescence.
- Penetrating, bonding sealer.
- Waterproofing sealer.

Solvent-Based Water Repellents

- Lasts 6 months to 1 year.
- Plants, pets, fish, livestock, humans will die if not protected. High in volatile organic compounds (VOC). Spray mask recommended during application. Proper ventilation required.
- Requires minimum of 2 applications at 48-hour intervals.
- Minimum 2 weeks wait for concrete to cure prior to application. Some solvents cause discoloration.
- Allows wood to age naturally in appearance.
- Requires solvents for clean up.
- Most cannot be painted over with latex paints.
- Little or no binding action.
- Highly flammable.
- Applies clear, hard to identify coverage.
- Dries on concrete in approximately 48-72 hours.
- N/A
- N/A
- N/A
- Surface repellent.
- Water repellent.

APPLICATION INSTRUCTIONS

PREPARATION

- All surfaces should be cleaned before sealing for best penetration and performance. Clean all dust, debris and loose material. Remove oil, grease, algae, grime, mildew or mold with appropriate cleaners.[†]
- After cleaning, test absorbency of surface by sprinkling a few drops of water on the surface. If the water does not readily penetrate the surface, stripping will be necessary to remove old coatings prior to applying product. Retest surface after dry.[†]
- Can be used on green concrete.
- Allow pressure-treated wood to age up to six months before applying Seal-Once.

APPLICATION

- Do not use if air or surface temperature is below 35°F.
- Do not apply in rain or when rain is imminent.
- Combine equal parts Seal-Once and clean water (1:1 ratio). Use a paint stick or jiffy mixer and mix for one minute. Do not entrain air while mixing. DO NOT THIN.
- Apply one even coat with garden sprayer, brush, roller, air-assisted and/or airless sprayer. Use coarse spray pattern.
- For best results, apply in the evening, out of direct sunlight, and at cooler temperatures.
- When applying in direct sunlight and surface is hot, spray with a mist of water and apply Seal-Once immediately on dampened surface.
- For wood: apply to all surfaces and ends.
- Do not use with other waterproofing products.
- An additional second or third coat may be needed on dry, porous surfaces. In high traffic areas on wood, application may be necessary every 2-3 years only in worn areas.
- Can be stained or painted after Seal-Once is cured.

COVERAGE

- Approximate coverage: 200-300 sq. ft./gallon mixed. Actual coverage will vary due to porosity of surface.

DRYING TIME

- Wood surfaces: Allow water to evaporate before subjecting surface to light foot traffic; 24-48 hours for full cure, depending on temperature and humidity.
- Concrete/masonry surfaces: Allow surface to dry 1-2 hours depending on temperature and humidity.
- When recoating, apply as soon as previous coat has penetrated the surface.

CLEAN UP

- Clean equipment and brushes with warm, soapy water.
- Store above 32°F; protect from freezing.



GENERAL COVERAGE GUIDELINES

Material	Coverage (sq. ft./gal, mixed)*
Concrete Broom or Brush	200
Concrete Smooth	300
Concrete Block	200
Brick	300
Stucco	200-300
Slate/Granite/Limestone	300
Unglazed Tile	300

*Actual coverage will vary depending on porosity of materials.
Second coat application, add 50% to above figures.

OUTPERFORMS OTHER SEALERS & STAINS

- Reduces Fungal Microbial Attack
- Protects Against Mold and Mildew
- Penetrates surfaces up to 3/8"
- Provides UV Protection
- Will Not Discolor Wood or Masonry Surfaces
- Resistant to Salts and Chlorides
- Tinted Formulas Available
- Paintable or Stainable
- Excellent Durability to Weathering
- Excellent Longevity, Preserves Wood
- Reduces Spalling / Cracks Caused by Moisture
- Cost Effective

ECO-FRIENDLY, NON-TOXIC, SAFE

- Water-Based and Non-Flammable
- Contains No TAPS/HAPS (Toxic/Hazardous Air Pollutants)
- VOC Content N/A, Non-Ozone Depleting
- Not Regulated by Authorities for Worker Health and Safety
- Not Regulated by Authorities for Transportation and Storage
- Will Not Harm Fish, Plants, Pets or Livestock
- Will Not Burn Skin; Odorless
- Safe for Use Over Fresh and/or Saltwater

FIELD TEST STUDY

15-YEAR APPLICATION STUDY ON WOOD FENCE

Seal-Once Advanced Multi-Surface Waterproofer was applied to a southwest United States white pine fence 15 years ago. Season after season, the wood has been remarkably preserved. The clear formula reveals the natural gray patina, weathering without any cracking or warping of the wood.



AVAILABILITY AND COST

AVAILABILITY

Seal-Once Advanced Multi-Surface Waterproofer is manufactured and distributed by New Image Coatings, LLC of Manchester, NH.

Seal-Once concentrated, industrial-grade formula is available in 1-gallon plastic bottle containers and 5-gallon plastic pails. For large construction projects, contact New Image Coatings for information regarding 55-gallon containers.

COST

Seal-Once is competitively priced and cost varies depending on the amount of product purchased and delivery. Request a price quote by calling the New Image Coatings factory in Manchester, NH.

SAFETY AND HEALTH PRECAUTIONS

NO TOXIC OR HAZARDOUS MATERIALS

Seal-Once is a minor irritant to eyes, skin, inhalation and ingestion.

- If splashed onto eyes, rinse with plenty of clean water for 15 minutes.
- If inhalation irritates mucous membranes, remove to fresh air.
- If splashed onto skin, wash with soap and water.
- If accidentally ingested, drink two glasses of water and refer to medical personnel. Do not induce vomiting.

WARRANTY

LIMITED LIABILITY WARRANTY

Guarantee of this product when used according to directions is limited to refund of the purchase price or replacement product if it is defective. New Image Coatings, LLC shall not be liable for cost of labor, direct or incidental consequential damages.

Complete technical assistance is available upon request from New Image Coatings by writing or calling the Manchester, NH offices. The company makes no warranty, expressed or implied, of any use or application for which such technical advice is furnished.



MADE IN THE U.S.A.

DISTRIBUTED BY
NEW IMAGE COATINGS, LLC.
MANCHESTER, NH 03101
603-669-8786
www.seal-once.com

SEAL-ONCE™

SUMMARY OF THE ACUTE TOXICITY REPORT OF SEAL-ONCE™

The diluted product concentration listed as 0.0123 ml/L is the product used at recommended dilution rate (1 gal. of water to 1 gal. of concentrate). This is applied through a sprayer (hand pump-up and set at a stream) and the stream was captured in a container for the duration that it takes to treat 15 feet of decking three times. This volume was then calculated as though dumped into a 300-gallon tank and expressed as ml/L. A 300-gallon pond is considered the smallest pond in which fish may be kept in an outside environment (such as koi or goldfish). In actual practice, one would atomize (apply as a spray or mist) Seal-Once during application and would require a great deal longer to put out the same volume than the coarse stream used. This is done to represent a worst-case scenario.

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These test species are used because of their extreme sensitivity to change in composition whether chemical or metallic, etc. in their respective fresh and saltwater environments. A point of reference is that a goldfish can survive in many instances in an environment 1,000 times more polluted than these species. That is why EPA/600/4-90/027F, August 1993 test criteria are used to evaluate toxicity as the extreme sensitivity of these test species may point out problem chemistries, building materials or potential pollutants.

Materials treated with Seal-Once then immersed (after drying) show no tendency toward toxicity. Seal-Once bonds to wood, cementitious and stone surfaces which stops mobility and ceases to be soluble or show hydrolytic sensitivity.

For more information or to place an order, call:

NEW IMAGE COATINGS, LLC

150 Dow Street
Manchester, NH 03101
www.seal-once.com

603-669-8786
Fax 603-669-9048
email: products@seal-once.com



Frequently Asked Questions

How do we know that Seal-Once is so safe?

Seal-Once has been tested for acute toxicity by Huther Associates, a nationally known environmental testing organization located in Denton, Texas. The test species used were fish and shrimp larvae, as they are 1,000 times more susceptible to toxicity than a 6-inch goldfish.

During application, tests were conducted in liquid form, the result – no toxicity was found. Also, when materials treated with Seal-Once are immersed in fresh or salt water, they do not leech out, or become hydrolytically unstable. These are some of the reasons the State of New Hampshire supports use of this product throughout the state.

How does Seal-Once provide such great protection, how does it permeate the surface up to 3/8 of an inch?

Unlike today's market leaders, Seal-Once base materials are newly developed, environmentally stable, and safe polymers. When looked at under a microscope, these materials are much smaller and lighter than today's market leaders. In fact, Seal-Once measures 100 times smaller than a micron, roughly equivalent to a fraction of a millionth of an inch. Consequently, when applied to a wood or concrete surface, Seal-Once permeates the external surface more deeply, thereby sealing and protecting the surface for a longer period of time.

Does Seal-Once permeate all surfaces 3/8 of an inch?

Each surface has its own characteristics. Age of the wood, porosity, type of wood, previous treatments, etc., all affect how deeply Seal-Once penetrates external surfaces. Likewise, if after a first coat of waterproofer the surface readily accepts additional materials it is telling you it needs more waterproofing.

What does “beading” really mean?

The Beading Myth – The more beading you see, the better your wood surface is waterproofed and protected. The truth is more beading indicates the applied product is sitting on top of the surface. It tells you it has not permeated deeply. That is why all leading brands of clear waterproofer suggest you reapply every year. The product does not permeate the surface and is washed away by the elements, or bleached out by the sun.

Why do we recommend that you wait up to 6 months before waterproofing a pressure treated lumber surface?

Market leaders recommend waterproofing of pressure treated lumber as soon as 3 months. As you know pressure treated lumber is heavily treated with chemicals and other materials when it is manufactured. Also, pressure treated lumber is very dense. Because of these two factors pressure treated lumber is usually not ready to accept a waterproofing treatment at 3 months. However, the consumer following the advice given by the market leaders buys the product and takes the time to apply it. Because the pressure treated lumber has not dried out enough, it accepts a limited amount of the application, which as we know washes away relatively quickly. The consumer continuing to follow the instructions waits one to two years before the next application. During that period the wood dries, splits, cracks or warps because it has inadequate waterproofing protection.

So when should a sub micron waterproofer be applied to a pressure treated surface? Timing of application depends upon at least two factors. One is the weather. If you live in New England your wood surface is covered in snow for much of December through March. If you live in a southern state, your pressure treated lumber is subjected to constant sun.

So the elements play a key role in applying a sub micron waterproofer. The second factor is the readiness of the pressure treated lumber to accept a sub micron waterproofer treatment. The best way to test for readiness is to purposefully spill water on the surface to be treated. If it readily soaks in, the surface is ready. If it sits on the surface in a puddle or pool and does not soak in, it is not ready to be treated.



Frequently Asked Questions

Is Seal-Once a silicone, latex or acrylic?

Seal-Once is none of the above. Seal-Once is a deep penetrating, complex co-polymer. Competitor products are primarily surface treatments.

Does Seal-Once permit masonry surfaces to breathe?

Seal-Once has excellent breathability characteristics. Trapped water will migrate out of the treated surface over a short period of time, up to ten days.

What is meant by “let the surface tell you what treatment is necessary”?

Basically it tells us to test our surfaces before deciding best treatment.

Let's say you last sealed a surface one year ago. The surface looks dry or is cracking, splitting or warping. If you spill water on that surface and it immediately soaks in, the surface is telling you it needs additional waterproofing. If you notice after a rainstorm that the rain water is soaking into the wood, then additional waterproofing is necessary.

On the other hand if you spill water on a wood surface and it runs off the surface, then waterproofing is unnecessary, and as previously mentioned wasteful.

The same examples are true of concrete surfaces. If moisture is readily accepted into the substrate, then the concrete is ready to accept waterproofing.

How do I get the most for my money when applying a waterproofer?

Follow these four simple steps:

1. Assure the surface is free of algae, mold, mildew, etc.
2. Assure the surface is ready to accept a waterproofer.
3. Apply when temperature is over 35°, air is dry, with no imminent rain.
4. Apply the waterproofer on a surface until it rejects further treatment. That is, apply the waterproofer until it stops soaking in. Older porous wood may accept two, or even three, applications before the surface voids fill up. You do not need to wait until your first application has dried. Continue to apply product until the surface void fill up.

What is the difference between Seal-Once pigments and competitors' pigments?

Seal-Once pigments are UV stable and non toxic. They have been designed to react to UV light by converting UV energy into thermal energy. Competitors' pigments are made from organic materials. Organic materials deplete in up to 18 months as they are either washed away by the elements, or baked away by the sun. Also competitors' pigments are toxic.