

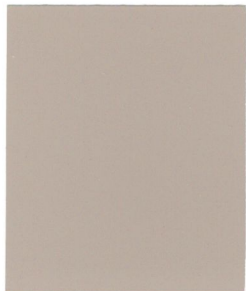


VENATOR

COLORS FOR CONCRETE

Davis Colors™ mix into any concrete, transforming it into a new design feature for building and paving projects or to enhance appearance around the home. Davis Colors™ are strong, durable and last as long as the concrete. Installation is cleaner and

easier than toppings, stains or coatings and requires less labor. There are bold and intense premium colors, standard colors that make an attractive upgrade for any project,



SANDSTONE
0.75 LB 5237



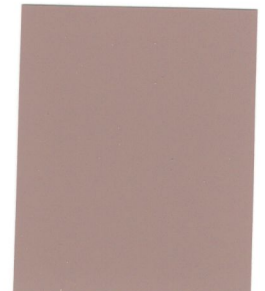
CANYON
0.5 LB 160



SANTA FE
0.75 LB 1117



MOCHA
1 LB 6058



RUSTIC BROWN
2 LBS 6058



PEBBLE
0.5 LB 641



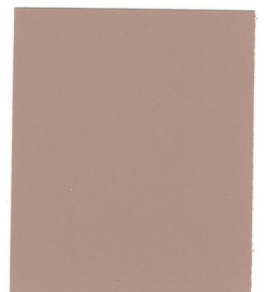
DUNE
0.5 LB 6058



OUTBACK
0.5 LB 677



SEQUOIA SAND
1 LB 641



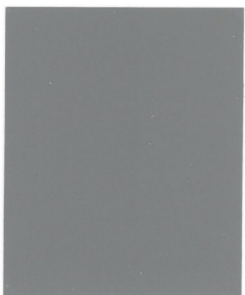
YOSEMITE BROWN
2 LBS 641

**Color name,
number and
dose-rate to
mix with each
94 lb. sack
of cement.**

*(Dry dose rates shown,
liquid dose rates higher)*



SILVERSMOKE
0.25 LB 8084 * or 1.25 LBS 860



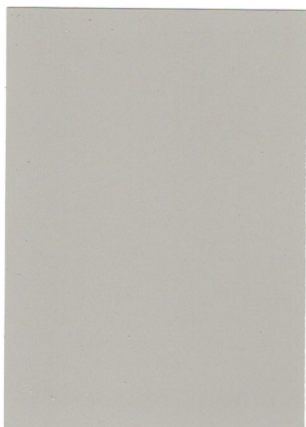
LIGHT GRAY
0.5 LB 8084 * or 2.5 LBS 860



OMAHA TAN
1 LB 5084

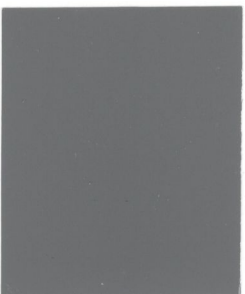


HARVEST GOLD
2 LBS 5084



Concrete Base Color

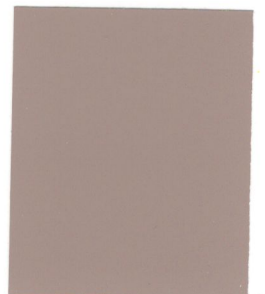
The natural base color of concrete, finishing and curing method determines final color. This card simulates lab samples made with a light broom finish from Type II gray cement, sand and water at 0.56 water/cement ratio for a 4" slump (see uncolored reference at left). Different cements, sand, rock, mixing and job-site conditions and contractor technique can alter color from this card. Concrete is produced from natural materials. Surface variation common to uncolored concrete can impact colored concrete.



DARK GRAY
1 LB 8084 * or 5 LBS 860



BAYOU
1 LB 6130



COCOA
2 LBS 6130

***Caution: 8084 is not compatible with air-entraining admixtures. See back page for more information.**

COLOR GROUP: PREMIUM

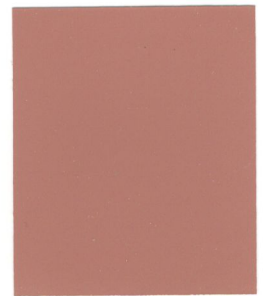
and low-cost subtle shades that add a hint of color to gray concrete. As the leading producer of colors for concrete since 1952, we offer the widest spectrum available.



SANGRIA
1.5 LBS 1117



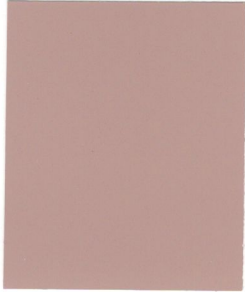
TILE RED
3 LBS 1117



BRICK RED
4 LBS 160



SAN DIEGO BUFF
1.5 LBS 5237



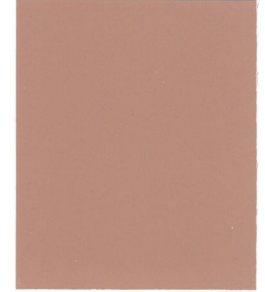
SUNSET ROSE
1 LB 160



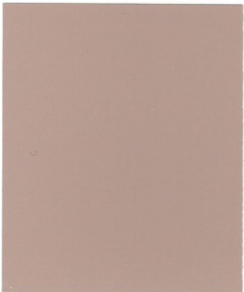
BAJA RED
2 LBS 160



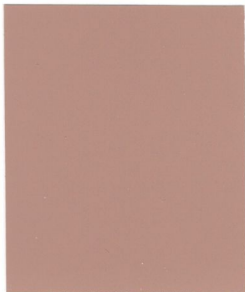
TERRA COTTA
4 LBS 10134



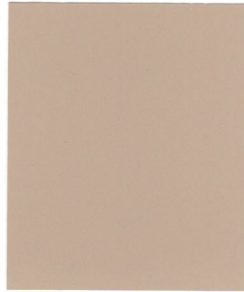
SPANISH GOLD
3 LBS 5084



SOUTHERN BLUSH
1 LB 10134



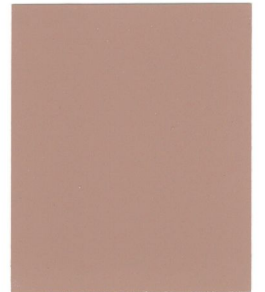
SALMON
2 LBS 10134



MESA BUFF
2 LBS 5447



PALOMINO
3 LBS 5447



FLAGSTONE BROWN
3 LBS 641



MESQUITE
1 LB 677



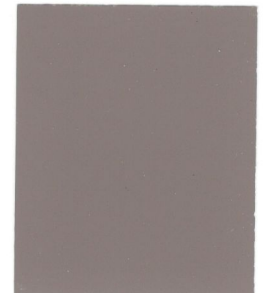
TAUPE
2 LBS 677



SIERRA
2 LBS 61078



ADOBE
4 LBS 61078



KAILUA
4 LBS 677



PEWTER
1 LB 860



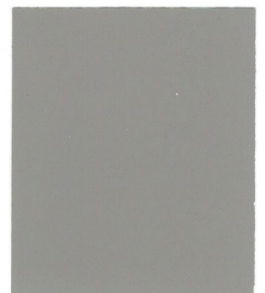
COBBLESTONE
2 LBS 860



GRAPHITE
2 LBS 8084 *



WILLOW GREEN
3 LBS 5376



GREEN SLATE
3 LBS 3685

MIX-IN COLORS FOR CONCRETE

Uses: Davis Colors are used in cast-in-place, slab-on-grade, precast, tilt-up and decorative concrete; shotcrete, mortar, concrete masonry units, pavers, retaining wall units and roof tile. They can also be used to color cast stone, plaster, stucco and other cement-based construction materials. Designed for mix-in use only, they should not be sprinkled or dusted onto the concrete surface.

Ingredients: Pure, concentrated pigments made of high-quality metal oxides recycled from iron or refined from the earth and specially processed for mixing into concrete. Davis Colors comply with ASTM C979 *Pigments for Integrally Colored Concrete*. They are lightfast, alkali-resistant, weather-resistant, durable and long-lasting like concrete. Davis Colors are available in a wide spectrum of standard colors and can be custom formulated to match design requirements. *Unlike other Davis Colors, Supra-Instant® black #8084 is a specially treated carbon black. Carbon black is the highest in tint strength and the most economical, but can fade if concrete is not sealed against water penetration. Sealing and periodic re-sealing can minimize this effect.

Packaging: Concrete suppliers use our Mix-Ready® disintegrating bags or Chameleon® bulk handling system. The Chameleon® is a computer-controlled automatic color dosing system used by concrete producers. Mix-Ready® bags are tossed into the mix without opening or pouring. They disintegrate under mixing action, releasing pigments to disperse uniformly leaving no bags to litter the environment.

Installation: Integrally colored concrete is installed the same way as high quality uncolored concrete. Choose a color on the inside of this color card and specify it by name and color number. Create a custom color by varying the amount of color added to the mix. Confirm desired color with a fully-cured job-site test panel. Dry color dose rates range from 1/2 to 7 lbs. per 94 lbs. of cement content and should never exceed 10% of cement content. (Liquid dose rates are higher). Cement content includes portland cement, fly ash, silica fume, lime and other cementitious materials but does not include aggregate or sand. Davis Colors have been used successfully in a wide variety of mix designs and are compatible with commercially available admixtures. The only known incompatibility is with calcium chloride set accelerator which causes blotching and discoloration. *Supra-Instant® black #8084 reduces or negates the effect of air-entraining admixtures.

Finishes: Paving and floors can be finished with pattern-stamped, broomed, troweled, exposed aggregate, salt-finished, sand-blasted, diamond-polishing or many other visually appealing textures. Cast-in-place, precast and tilt-up structures can be textured with sand-blasting, bushhammering, grinding, polishing, special forms or form liners. The combinations and possibilities are endless. Here are just a few:



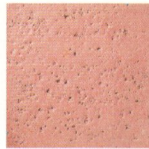
Exposed Aggregate



Light Broom (wavy)



Stamped/Patterned



Salt Finish



Sand Blasted



Form Liner

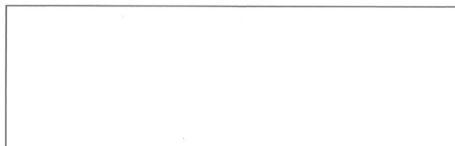
Curing & Sealing: W-1000 Clear™ is a non-clouding, spray-on cure and sealer that meets or exceeds ASTM C309 standards and is specially formulated for colored concrete and exposed aggregate finishes. Other curing methods, such as water curing or plastic sheets cause discoloration. Color Seal™ is an optional, thin-film sealer that's tinted to match the shades on this Color Selector. When applied over colored concrete or the W-1000 Clear™, it provides a more uniform appearance.

Quality Tips: For best results; materials, curing, weather conditions and workmanship should be uniform throughout a project. Quality starts with the concrete mix; use a low water-content, high-performance mix design. When planning a project, budget for craftsmanship.

Consumer Advice: Contractors are independently owned and operated without affiliation to Davis Colors. Choose a licensed and qualified contractor who provides written information and example projects you can see before you buy. Check the yellow pages, ask your local ready mix or building material dealer or visit www.concreteconnection.com to find contractors who specialize in colored concrete.

Specify Davis: Choose a color from this color selector and specify it by name and color number. Add color call-out to plan documents or specifications. For complete architectural and guide spec information, visit our web site, refer to our architectural binder, call, fax or write. Our guide specifications can be found in SweetSource®, Spec-Data®, ARCAT/Spec-Disk® or at www.daviscolors.com/specs.

For samples or additional information contact:



Tel: 800-356-4848 • Fax: 323-269-1053 • www.daviscolors.com

Because the conditions of use and application of our products are beyond our control, VENATOR MAKES NO WARRANTY OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE and expressly disclaims liability for consequential or incidental damages whether based on warranty or negligence. Buyer's sole remedy shall be refund of color purchase price from point of purchase.

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Mixing Guide:

Use the same pigment-to-cement ratio, type and brand of cement and aggregates throughout project. Changes in cement and aggregate color affect final color.

Keep slump less than 5" (12.5 cm) and water content consistent. High water content causes concrete to appear pale or "faded". If higher slump is required, use a water reducing admixture instead of added water.

Calcium Chloride set-accelerator causes discoloration; Do not use with color.

Specify air content of 5% to 7% for improved workability and long term durability in freeze/thaw climates.

Schedule loads for consistent mix times. Deliver and discharge in less than 1-1/2 hours. Clean mixer thoroughly between color change-overs.

Confirm color number and weight in Mix-Ready® bag (or combination of bags) is the same required by mix design. Wet mixer with 1/2 to 2/3 total batch water. Toss in Mix-Ready® bags and mix at charging speed for at least one minute. Add cement, aggregate and remaining batch water. Continue mixing at charging speed for at least 5 minutes (7 minutes for pea-gravel mixes).

Notice: In mixes with small aggregate or batches with short mixing duration, Mix-Ready® bags may not completely disintegrate. In sand-blasted or exposed aggregate finishes, use small bag-sizes (15 lbs. maximum) or open bag and pour color normally.

The Chameleon® is a computer-controlled color dosing system for Ready Mix operators exclusively from Davis. It improves color accuracy and availability. Chameleon® dose rates differ from the rates on front of this card. For more information, go to www.daviscolors.com/chameleon.

Contractor's Guide:

Prepare a well-drained subgrade. Add a 2 to 3 inch (50 to 75 mm) layer of sand, gravel or crushed stone. Uniformly compact the subgrade and moisten evenly, leaving no puddles, standing water, ice, frost, or muddy areas.

If vapor barrier is used, overlap sheets and tape over holes in barrier. Place a 3" (75mm) layer of granular self-draining compactible fill over the barrier to minimize shrinkage cracking. Position forms for uniform slab thickness. Follow American Concrete Institute standards for reinforcement and joint placement to control cracking.

Allow ample time and manpower for placement and finish work. Finish evenly and with care.

Begin troweling after bleed water evaporates. Late or hard troweling and edging causes "burns" or dark spots.

Water added at job-site to mixer or pumps will cause color to pale. Keep additions to a minimum and consistent among loads. Don't wet finishing tools or brooms or sprinkle water on the surface.

Do not sprinkle pigment or cement onto the surface. Rotary, dry-broom, pattern stamped or rough finishes usually cure more even-colored than smooth-troweled finishes.

Uneven curing=uneven drying=uneven color. Cure colored concrete with Davis W-1000 Clear™ cure and seal. (info at: www.daviscolors.com/literature)

Do not use plastic sheets, water curing or curing products which discolor. Wood and other objects left on curing concrete cause discoloration.

Efflorescence is a white powdery substance that appears on concrete surfaces. A result of water evaporation, it is more noticeable on colored surfaces making them look faded or lighter in color when not cleaned off. Proper curing and protection against water penetration reduces tendency for efflorescence to occur. Remove with detergent or mild-acid cleaners formulated to remove efflorescence. Follow cleaner instructions and test in a small area to make sure cleaner will not etch or discolor the surface. Wear rubber gloves and eye protection.

VENATOR

COLOR HARDENER is an engineered blend of pigments, portland cement, and fine aggregates used to color the surface of newly placed concrete. Color Hardener is designed to work with imprinting tools to produce clear, sharp impressions that enhance the finished appearance of any new hardscape. Color Hardener can be used to create opaque finishes or as a complementary color to integrally colored concrete. Color Hardener is available in 42 standard colors and has an approximate coverage rate of 90-120 ft² per 60 lb. bucket. Coverage rate will vary depending on timing, color, and application technique.

ANTIQUÉ RELEASE is a hydrophobic powder that imparts color while serving as a bond breaker for stamping. It is made from a finely ground formula that creates beautifully antiqued concrete surfaces. During the stamping process, Antique Release is pressed into the concrete surface, creating a secondary coloring effect once washed off and sealed. Antique Release is available in 42 standard colors and has a coverage rate of 800-1000 ft² per 30 lb. bucket.

ANTIQUÉ-IT is a water-soluble antiquing agent designed to impart a secondary color or to highlight stamped concrete or textured overlays. Antique-It is easy to apply, dries fast, and provides a durable color that closely resembles the look of Antique Release. Use Antique-It on newly placed hardened concrete or to rejuvenate old stamped concrete. Antique-It is available in 42 standard colors and has a coverage rate of 2000-3000 ft² per 3 lb. bucket.

CEM-COAT[®] is an opaque, high-strength, UV-resistant, cement-based concrete coating. Cem-Coat is perfect for any unsealed concrete surface that needs to be colored or re-colored. Cem-Coat offers a resurfacing solution that is durable and provides consistent coloring. Whether a solid color, antiqued, or an artistic colored surface, Cem-Coat offers versatility in applications and final outcomes. Coverage Rate is 350-420 ft² per kit.

OVERLAY LIQUID COLORANT is an engineered blend of color admixtures designed for Brickform Stampable Overlay, Micro-Topping, and SM Professional Grade[®] product lines. Overlay Liquid Colorant is UV-resistant and manufactured to strict standards to ensure color uniformity and consistency. Overlay Liquid Colorants are non-hazardous water-based formulations, providing easy clean up and no-hassle shipping. Overlay Liquid Colorants come in cases of 6, 10 oz. bottles. Coverage Rate is one 10 oz. bottle per bag of overlay.

TINTA' SEAL is a color tint pack additive for solvent-based sealers. Tinta' Seal can enhance and correct the color of existing cementitious surfaces such as integral colored concrete, stamped concrete, overlays, or plain concrete. It is packaged in a 16 oz. container that is mixed onsite with a 5 gallon pail of either Gem-Seal, Poly-Seal, or Gem-Cure & Seal.

WARRANTY • These products are not intended for public use and are intended for use by licensed contractors and installers, experienced and trained in the use of these products. They are warranted to be of uniform quality, within manufacturing tolerances. The manufacturer has no control over the use of these products, therefore, no warranty, expressed or implied, is or can be made either as to the effects or results of such use. In any case, the manufacturer's obligations shall be limited to refunding the purchase price or replacing material proven to be defective. The end user shall be responsible for determining product's suitability and assumes all risks and liability. **CAUTIONS** • KEEP OUT OF REACH OF CHILDREN. Before using or handling, read the appropriate Technical Data Sheet, Safety Data Sheet and Warranty. DO NOT TAKE INTERNALLY. Avoid contact with skin and eyes. Use only with a NIOSH approved respirator when using these products. Installation guidelines available at www.brickform.com.

Brickform Color Hardener, Antique Release, Antique-It and Cem-Coat are available in 42 standard colors. See Brickform Standard Color Selection Guide for complete list of available Overlay Liquid Colors.

The colors shown are approximate representations only and Brickform does not guarantee that the final color will be an exact match. Application methods, jobsite conditions, texturing or finishing techniques such as brooming or troweling, the use of sealers, and slight color-drifts in raw materials are likely to produce variations of the colors. The sample chips represented on this color chart were produced to compare to concrete with a flat troweled finish sealed with Brickform solvent-based sealer.

BRICKFORM[®], A Division of Solomon Colors, Inc.
 4050 Color Plant Road, Springfield, IL 62702
 Customer Service: 800-483-9628
www.brickform.com
 An Employee-Owned Company

Distributed by:



**Color Hardener
 Cem-Coat[®]**

**Antique Release
 Overlay Liquid Colorant**

**Antique-It
 Tinta' Seal**



Color Selection Guide

Color Hardener
Cem-Coat®

Antique Release
Overlay Liquid Colorant

Antique-It
Tinta' Seal



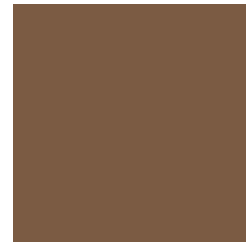
660 Pool Blue*



1025 Copper Brown



1060 Pecan



1085 Saddle Brown



3100 Federal Yellow



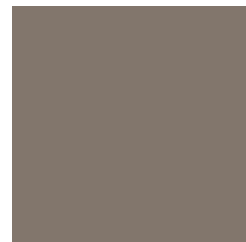
1030 Ash White



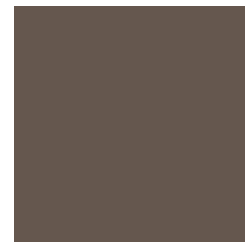
250 Oyster White



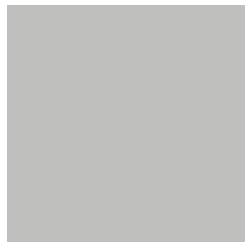
1090 Sun Buff



1010 Smokey Beige



300 Nutmeg



625 Dover Blue



615 Stone Gray



600 Light Gray



200 Medium Gray



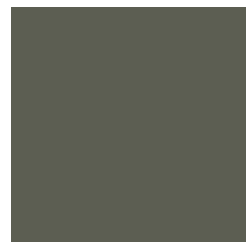
100 Dark Gray



735 Cappuccino



310 Cream Beige



815 French Gray



825 Slate Green



650 Smokey Blue*



320 Golden Sandstone



1080 Adobe Buff



1070 Sandy Buff



325 Sandstone



350 Desert Tan



1050 Antique Cork



515 Sunbaked Clay



700 Terra Cotta



425 Autumn Brown



1055 Pecos Sand



1015 Blush Beige



375 Buff Tan



525 Dusty Rose



400 Chestnut



810 Walnut



1020 Antique Rose



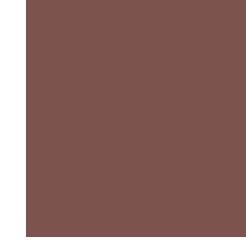
1035 Summer Beige



1065 Quarry Red

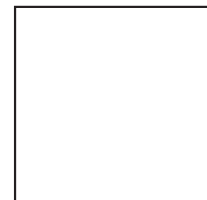


500 Tile Red



550 Brick Red

Also available in: 900-Black, 1000-White*



*Brickform Overlay Liquid Colorant not available

www.brickform.com

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