

GE



2020

Technology & Innovation Today

Catalog

**Superior Quality
Elastomeric Products
For Roofs, Walls, Decks,
and More.**



Ames Research Laboratories, Inc.

1-888-345-0809

www.amesresearch.com



**MADE IN THE
USA**



LEADING THE INDUSTRY



Dominating the industry with the highest quality coatings.

We make the best and the most innovative, environmentally friendly coatings in the world and back them up with knowledgeable and accessible technical service. Ames makes coatings for the DIY market, although many contractors use these fine products for new and old construction.

Our products are green, and easy to use. Many home owners do their own waterproofing and roof or wall maintenance with Ames Products.

Seven-day-a-week Customer Service.

The Toll-Free helpline is staffed by a talented team of professionals with over 100 years of combined experience in the hardware and home improvement industry.

1-888-345-0809

Electronic Data Interchange.

EDI makes it easy and convenient for our retail partners to order products and also facilitates faster turnaround for shipping the products out.

Aggressive National Marketing and Advertising Team.

Ames Research Laboratories is proud to support all of it's dealers with "National Network Television" coverage. Our marketing team supplies all the tools you need to sell the product in the aisle, directly to the customer.



Ames Research Laboratories, Inc. is a manufacturer of elastomeric coatings and paints since 1981. The company's previous name was Oregon Research and Development. It sold in 1997. W. Ames Curtright is the previous owner and founder-inventor of Oregon Research and Development Corporation (ORD) and is the current owner of Ames Research Laboratories.

AMES has always meant quality first, from Ames tools to Ames coatings. Ames Research Laboratories corporate office and manufacturing plant is located in Salem, Oregon. Ames Research Laboratories is committed to creating and manufacturing the finest quality elastomeric coatings and paints on the market today.

Strict standards, and continuous monitoring and testing are used in manufacturing our family of premium elastomeric products.

Ames Research Laboratories high quality elastomeric products include Ames'® Maximum-Stretch™, Ames'® Snow Seal™, Super Elasto-Barrier™ and Iron Coat™ (roofing products), as well as paints, primers, and coatings. Some of our products are Ames'® Blue Max™, Safe-T-Deck™, Block & Wall™, Liquid Granite™ Vapor-Barrier™, and Paint & Prime™. More innovative Ames products will be coming soon. Our products are sold in one gallon, five gallon, fifty-five gallon containers and 275 gallon totes.

Distribution/Shipping Points

We ship from strategically located shipping points ensuring timely delivery of orders. Ames Research Laboratories' manufacturing plant is located in Salem, Oregon.



Roof Coatings

Floors, Decks, and Roof Decks

Foundations, Basements, and Walls

Special Applications

Difficult Applications

Reflective Safety Paint

Seam Tape and Roof Fabric

How To

Commercial Applications

Advertising Network

Point of Purchase

Customer Service

AN ELASTOMERIC PROGRAM FOR ROOFS

- Rubber and Acrylic Coating
- Stretches up to 750%
- Up to 98% Reflective
- Saves Energy
- Reduces Cooling Costs
- Stops Leaks Fast!
- Tintable: tinting formulas and charts available

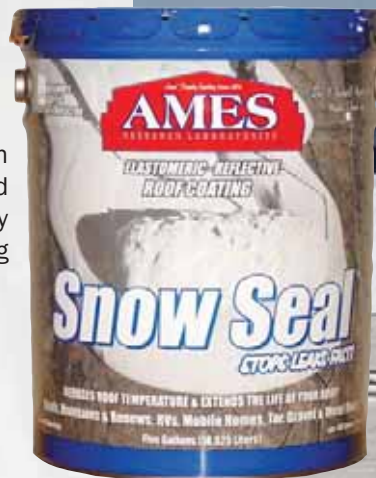


Ames® Maximum-Stretch™ Premium Elastomeric Coating

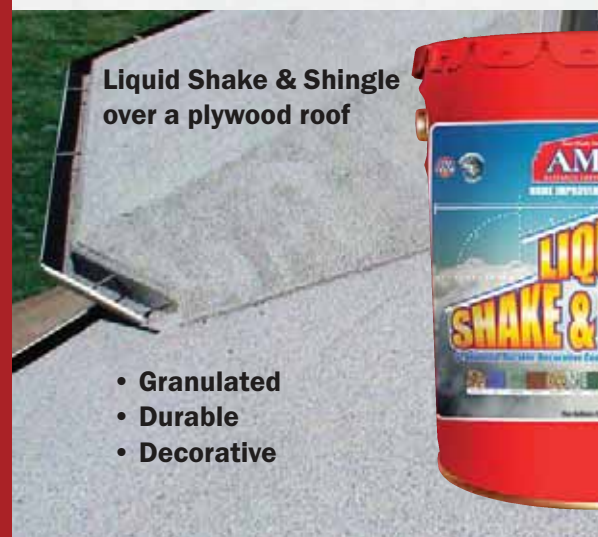
Maximum-Stretch is a thick, high-tech with high solids, high-grade, white elastomeric rubber and acrylic coating technology. This coating stretches substantially with the roof surface and glues the roof together when properly applied. Maximum-Stretch has several times the adhesive capability of most coatings. It seals, saves and extends the life of old roofs and is an excellent choice for old tar roofs. Maximum-Stretch is up to 750% elastic, and is sprayable or rollable. Tinting formulas and charts available.

Ames® Snow Seal™ For Tar Roofs, Gravel Roofs, and Metal Roof Repair - A reflective coating and energy saver.

Ames' Snow Seal is a bright white, premium grade elastomeric roof coating for sealing and saving roofs, reflecting sunlight, and dramatically lowering extreme temperatures to reduce cooling costs. It is elastomeric and highly adhesive.



- Up to 500% Elastic
- Up to 98% Reflective
- Reduces Roof Temperatures
- Saves Energy Costs
- Extends Roof Life
- Seals and Renews Your Roof



Liquid Shake & Shingle
over a plywood roof

- Granulated
- Durable
- Decorative



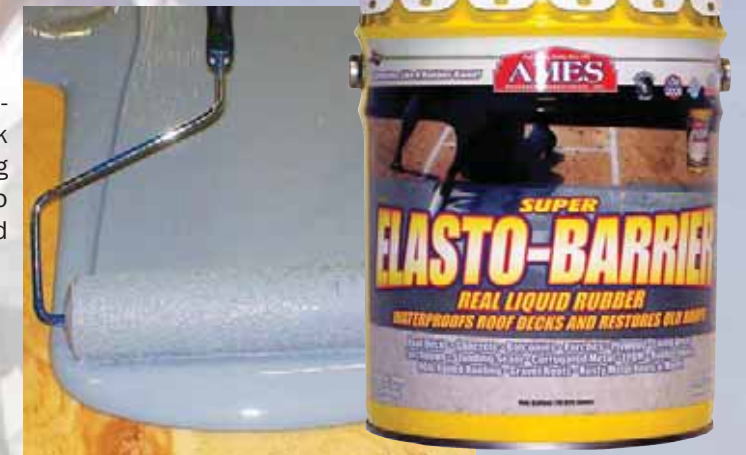
Ames® Liquid Shake & Shingle™ Durable Decorative Coating for Wood Roofing

Ames' Liquid Shake & Shingle™ is a decorative, granulated, elastomeric roof coating. It is "green", innovative, new technology. It is generally used in conjunction with Ames' Super Elasto-Barrier. Liquid Shake & Shingle has excellent strengths for roofing systems in hurricane prone areas. The finish coat is a bright, porcelain, granulated coating with a multitude of porcelain earth tone colors.

Ames® Super Elasto-Barrier™ Roofs, Roof Decks and Siding Waterproofing

Super Elasto-Barrier is a waterbase, pure, liquid, dual-rubber coating used for roof, wall, and roof deck waterproofing in difficult situations such as ponding water. It waterproofs plywood siding, and seals hard to stop leaks. Super Elasto-Barrier is UV sensitive and requires topcoating.

- Up to 1000% Elastic
- Formulated for Cool Weather Application
- Winter Formula Coating
- Apply down to 32 degrees F
- Year Round application



On Concrete Roofs

Ames® Blue Max™ Impervious Rubber Coating

Blue Max extra-sticky is a special blend of adhesive, high strength, elastomeric liquid rubber. It is an impervious rubber technology for waterproofing in difficult situations. Blue Max extra-sticky may be used on concrete roofs to increase adhesion. Blue Max is UV sensitive and will require a topcoat of Maximum-Stretch. Blue Max is adhesive and has a multitude of uses in construction where strength and a barrier is required. It is strong enough to glue concrete blocks together and waterproof enough that people have built everything from aquariums to water tanks, and even small structures with it. It is used with great success on basements and wall waterproofing projects like barriers, retaining walls or berms. Benefit doing new and innovative projects with Ames Blue Max.

- Formulated For Difficult Situations
- Standing Water Situations
- Dries to a Translucent Blue

Ames® Iron Coat™ Elastomeric Coating For Metal Roofs

Iron Coat is a thick, rubber and acrylic roof coating for metal, formulated for adhesion and elasticity. It adds strength and when done properly creates a seamless roof. It is designed for waterproofing and maintaining commercial and residential metal roofs, as well as mobile home and RV roofs. It has excellent bonding to rust and oxidized aluminum. Rate of application is two to three gallons per 100 square feet. Two gallons per 100 square feet with a second coat is recommended on rusty metal buildings. With this kind of power, it's able to withstand most high wind situations. Iron Coat is guaranteed up to ten years with a no peel warranty to the purchaser. See Warranty online.

- Up to 500% Elastic
- Up to 98% Reflective To Reduce Roof Temperatures



FLOORS, ROOF DECKS, or just plain DECKS or RAMPS



Ames'® Safe-T-Deck™ Skid Resistant Safety Paint

Ames' Safe-T-Deck is a pure, waterbase, environmentally friendly, adhesive, pure acrylic plastic safety paint that is skid resistant. It preserves and protects by substantially increasing the strength of the surface through adhesion. It also seals out moisture and renews old surfaces, while providing extra life and a skid-resistant finish that is ideal for pedestrian traffic. Available in Grey, Desert Storm Tan, Tintable White, Brown, Green, and Red. It is tintable to most waterbase store formulas. Tinting formulas and charts available.

- **Roof Decks and Decks**
- **Stairways, Walkways, Ramps**
- **Porches, Patios,**
- **Boat Decks and Boat Docks**

Ames'® Liquid Granite™ Decorative Architectural Paint

Liquid Granite is an attractive acrylic plastic granite-like coating that beautifies with a rich glow. It's tough! It renews old concrete or wood and provides some non-slip advantages. It seals and protects, and may be used on floors, walkways and stairs, as well as walls, basements and many other surfaces. Liquid Granite hides most cracks in floors and walls while sealing out moisture and restoring old concrete. It is applied by pouring it out and spreading it on, or by spraying on with a texture sprayer and can be smoothed with a trowel. It's great for patios, office entrances, and old ugly concrete surfaces that need to be renewed and beautified. Other uses include walls and insulated concrete forms (ICF). Now the handy man can do those decorative projects that only commercial contractors used to do. Five gallons covers about 100 square feet. It may cost more but it's tough as nails, durable and it lasts.



Available colors: Granite Grey, Autumn Red, Pepperstone, Quicksilver, Shoreline and Rainbow Trout.

- **Roof Decks and Decks**
- **Stairways, Walkways**
- **Porches, Patios,**
- **Walls,**
- **Concrete and Cinderblock**

Ames'® Super Elasto-Barrier™ Roofs, Roof Decks

Super Elasto-Barrier, may be used as a primer for Safe-T-Deck. Super Elasto-Barrier forms the base for a long lasting waterproof roof deck application. Together, Super Elasto-Barrier and Safe-T-Deck preserve and protect your roof deck, patio or other exterior/interior floor surface, while helping to prevent costly slips and falls. Super Elasto-Barrier is UV sensitive and requires top coating.

Color: Grey.

- **Up to 1000% Elastic**
- **Formulated for Cool Weather**



Ames'® Safe-T-Deck™ Smooth Formula

Ames' Safe-T-Deck smooth formula is easily applied by sprayer or roller to form a tough, semi-gloss finish. It must be applied with Ames' Super Elasto-Barrier, Super Primer, or similar product. Safe-T-Deck smooth formula preserves and protects, and renews old floors. It is excellent over office floors and factory areas. Available Colors: Grey, Tintable White, and Desert Storm Tan.

- **Concrete Floors**
- **Shop, and factory Floors**



FOUNDATIONS, BASEMENTS, and WALLS

Ames'® Block & Wall™ Liquid Rubber Below-Grade and Interior Applications

Ames' Block & Wall Liquid Rubber is a waterproofing sealant for below-grade walls and interior applications. Block & Wall Liquid Rubber is easily applied by brush, roller or sprayer. This product is formulated to resist fungus, mold and mildew. Shake or stir Block & Wall Liquid Rubber prior to use. This product is rubber and UV sensitive. It's highly adhesive, strong, and impervious. Tinting formulas and charts are available to retailers.

Color: Tintable White.

- Basements & Foundations
- Below-Grade Walls
- Brick and Block Walls



Ames'® Block & Wall™ Acrylic Above-Grade and Exterior Applications

Ames' Block & Wall is an elastomeric waterproofing sealant for exterior, above-grade walls. Block & Wall dries to form a waterproof seal to keep water and moisture out. It is heavy duty, yet easily applied by brush, roller or sprayer. Block & Wall was developed for cold and wet weather, and it is formulated to resist fungus, mold and mildew. It's designed for exterior use with good UV resistance and up to 300% elasticity. Almost peel proof on any concrete or vertical application. Block & Wall is a remarkable waterproofing technology. Color: Tintable White.



- Up To 300% Elongation
- Above-Grade Walls
- Brick and Block Walls
- Stucco

Ames'® Blue Max™ Impervious Rubber Coating

Ames' Blue Max is a special blend of adhesive, high strength elastomeric liquid rubber. It is a new, impervious, rubber technology for waterproofing in difficult situations such as basements, where water leaks due to moisture seeping in from the exterior is a problem.

- Standing Water Situations
- Helps prevent effluence
- Cisterns and Water Tanks,
- Dries to a Translucent Blue



Ames'® Paint & Prime™ 25-Year Acrylic Latex Paint

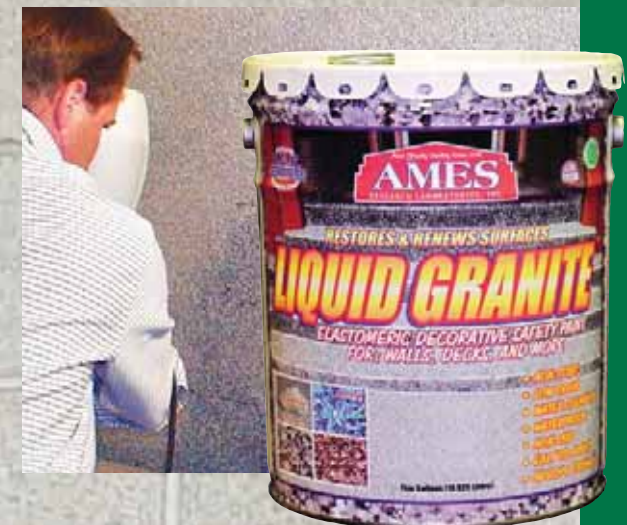
Ames' Paint & Prime 25-Year is our premium interior/exterior, all in one, waterbase, pure acrylic, latex paint and primer built into a single product. As with our other formulations, it may be sprayed on and simply cleans up with water. It is developed for cold and wet weather, and formulated to resist fungus, mold and mildew. Color: Tintable White.

- 25-Year Warranty • Interior/Exterior
- High Hide to Cover Stains

Ames'® Liquid Granite™ Decorative Architectural Paint

Liquid Granite is an attractive granite-look coating that beautifies with a rich glow. It seals and protects, and may be used on walls, basements and many other surfaces. Liquid Granite hides most cracks in floors and walls while sealing out moisture and restoring old concrete. Some preparation of the surface may be required. Available colors: Granite Grey, Autumn Red, Pepperstone, Quicksilver, Shoreline and Rainbow Trout.

- Walls
- Concrete
- Cinder Block
- Basements



Ames'® Vapor-Barrier™ Premium Rubber Coating for Underlayment, Pre-roofing, or Pre-siding Applications

Vapor-Barrier is a premium waterborne liquid rubber coating for waterproofing walls. It is heavy duty and dries to form a waterproof seal to keep water and moisture out. When applied over wafer wood, OSB or plywood, with seam tape (PS250, PS450, PS650), this product stops the moisture from penetrating the wood. It strengthens wood fibers and waterproofs the plywood. This forms a seamless structure before the siding system goes on providing some immediate waterproofing.

Unlike most plastic wrap systems that allow mold and fungus growth between the wood and the plastic, Vapor-Barrier becomes a part of the surface of the wood. It can coat the plywood on one side or all sides for some very remarkable waterproofing capabilities. Vapor-Barrier keeps the wood out of contact with the other covering systems on top of it by wrapping the wood in rubber that penetrates the wood, unlike plastic wraps that trap moisture and provide an environment for mold and fungus. Vapor-Barrier expands and contracts up to 750 - 1200%. It is highly resistant to cracking and peeling, remains flexible at -35 °F and is mildew resistant. Color: Colonial Blue.



- Tar Coated Walls
- Brick or Block Walls
- Pretreated Plywood
- Precast Concrete
- Stucco
- Drywall

COATINGS & PAINTS FOR

SPECIAL APPLICATIONS



Ames'® Super Primer™

Excellent Bonding For Difficult Applications

Super Primer is a unique, pure acrylic elastomeric plastic sealant, primer and adhesive for concrete, brick, tile, EPDM rubber, stucco, wood, metal, and many hard-to-stick surfaces. It leaves a clear and slightly tacky surface that substantially increases adhesion for Ames' coatings. Much more powerful than a water repellant, Super Primer seals against water damage and seepage while penetrating deeply into the surface to strengthen and bind together the molecules of the surface it is applied to. Super Primer helps stop concrete efflorescence, and blocks most gasses penetrating concrete, mortar, or stucco. Super Primer is elastic and highly resistant to cracking and peeling as the surface expands and contracts ~ even at -35 degrees F. It is easy to use, environmentally friendly, waterbase, nearly odorless, non-flammable, and VOC free. Simply brush, roll or spray. Clean up with water.

Dries
Clear

Ames'® Reflective Paint™

With Reflective Technology

Ames'® Reflective Safety Paint ~ A reflective safety coating/paint with reflective technology for many traffic and safety applications such as curbs, fire hydrants, walls, wooden poles and other surfaces that need to reflect light at night. This remarkable product is based on the latest elastomeric technology. It is highly elastic and resists peeling. Containing light-refractive lenses, the coating, once dry, reflects light. The product is thick, yet easy to apply. Ames' Reflective Safety Paint is fast drying and cleans up with water. It has excellent adhesion to most surfaces including metal, concrete, asphalt, and wood. It is UV stable. This product is environmentally safe. Apply during non-inclement weather.

- Curbs
- Hydrants
- Walls
- Parking Lots
- Barriers
- Wherever you want to reflect light



Ames'® Liquid Sandstone™

Durable Decorative Coating for Walls, Floors and Roofs

Liquid Sandstone™ is a decorative granulated elastomeric coating that seals, protects, and beautifies, and may be used on walls, basements and many other surfaces. Liquid Sandstone hides most cracks in floors and walls while sealing out moisture and restoring old concrete. Some preparation of the surface may be required. Available in a wide range of beautiful earthtone colors.

- Decorative
- Durable
- Textured
- Waterproofer

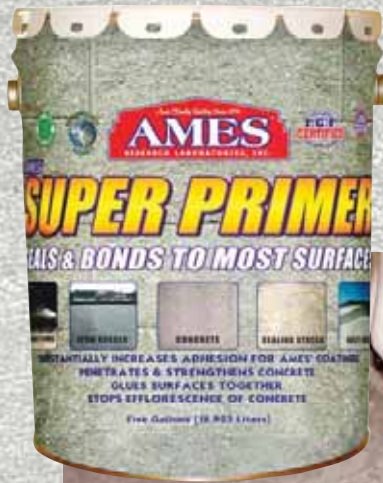


Ames'® Clear Seal™

Elastomeric Plastic Coating

Clear Seal is a unique, semi-clear elastomeric plastic sealant and adhesive for wood and concrete. It penetrates deeply into wood and concrete to actually glue and bind together the molecules of the surface it is being applied to. Rotting and deteriorating surfaces can be restored to a somewhat new condition and often the surface life can be extended for one or more years of usefulness. Clear Seal helps preserve wood from mildew and moss formation, helps to prevent concrete efflorescence and helps to prevent rust from penetrating metal by preventing air from reaching the surface.

PRIMING FOR DIFFICULT APPLICATIONS



Ames® Super Primer™

A 100% pure acrylic plastic sealant

Super Primer is a unique, pure acrylic elastomeric plastic sealant, primer and adhesive for concrete, brick, tile, EPDM rubber, stucco, wood, metal, and many hard-to-stick surfaces. It leaves a clear and slightly tacky surface that substantially increases adhesion for Ames' coatings. Much more powerful than a water repellent, Super Primer seals against water damage and seepage while penetrating deeply into the surface to strengthen and bind together the molecules of the surface it is applied to. Super Primer helps stop concrete efflorescence, and blocks most gasses penetrating concrete, mortar, or stucco. Super Primer is elastic and highly resistant to cracking and peeling as the surface expands and contracts ~ even at -35 degrees F. It is easy to use, environmentally friendly, waterbase, nearly odorless, non-flammable, and VOC free. Simply brush, roll or spray. Clean up with water.



Dries Clear

CONCRETE ADDITIVE

Super Primer is used as a concrete additive

When added to the water of a concrete mix at 25% ratio, Super Primer substantially reduces cracking in concrete and increases crush strength from an estimated 2800 PSI to 8800 PSI.

Seamless concrete polymerized with Super Primer will be impervious to water penetration and will prevent efflorescence. Coatings will have substantially better adhesion to concrete that has been strengthened by Super Primer. The set time will speed up, and the long-term cure time will be reduced from an estimated 28 days to 22 days at 70 degrees F ambient temperature. Important: The user should always run a test batch when polymerizing concrete to determine the saturation ratio or proportions that work best in their application.

Super Primer may be added to latex coatings to increase adhesion.

Super Primer is a useful additive to such products when the surface is chalking or deteriorating. The approximate ratio is up to one pint of Super Primer to one gallon of coating. Run a test patch to determine that you have the proper ratio to successfully complete your application.

Super Primer is waterbase, nearly odorless, non-flammable and contains no dangerous pesticides. Super Primer may be applied to most previously coated surfaces.

Coverage: Covers up to 500 to 1,000 square feet per five when used as a coating



EPDM Rubber



Concrete

REFLECTIVE SAFETY PAINT REFLECTS LIGHT TO SHINE BRIGHT

Ames® Reflective Paint™

With Reflective Technology

Ames® Reflective Safety Paint ~ A reflective safety coating/paint with reflective technology for many traffic and safety applications such as curbs, fire hydrants, walls, wooden poles and other surfaces that need to reflect light at night. This remarkable product is based on the latest elastomeric technology. It is highly elastic and resists peeling. Containing light-refractive lenses, the coating, once dry, reflects light. The product is thick, yet easy to apply. Ames' Reflective Safety Paint is fast drying and cleans up with water. It has excellent adhesion to most surfaces including metal, concrete, asphalt, and wood. It is UV stable. This product is environmentally safe. Apply during non-incident weather.

- **Curbs**
- **Hydrants**
- **Walls**
- **Parking Lots**
- **Barriers**
- **Wherever you want to reflect light**

Surface Preparation

All surfaces should be dry, clean, and free of oil, grease, and loose or flaking material. Additional bonding and waterproofing for stucco or concrete can be achieved by using Ames' Blue Max™, or Ames' Super Primer™. If concrete is decomposing, it may be necessary to fill or repair it with Blue Max trowel-grade. New concrete should be allowed to cure for at least 30 days prior to application of this product. Cracks larger than 1/8" should be filled with Blue Max trowel-grade, and all seams should be taped and coated. Mask off the area to be sprayed. Lay a tarp on the floor to catch excess lenses that may fall to the floor.

Application with Brush or Roller

Ames Reflective Safety Paint and Coating can be applied with a brush or roller. It generally covers in one to two coats.

Texture Sprayer Application Method

Texture sprayers for coatings have been around for some time. Ames Labs has found a texture sprayer capable of spraying our reflective coating. A Wagner Texture Hand Sprayer is recommended for spray application. This is a small hand held sprayer that contains a built-in blower that blows air and material through a quarter inch nose onto a concrete or wood surface. The sprayer method greatly accelerates the application and is excellent for small jobs. The sprayer will greatly simplify your application. This is a new method of application recommended by Ames Research. Use protective goggles in the application area. Pour the coating or scoop the coating into the hopper (about one gallon). Spray the coating at about 20 inches distance in laying a pattern that works for you.



SEAM TAPE and ROOF FABRIC

Ames'® Peel & Stick Seam Tape

**Contouring • Self-Adhesive • High-Strength
For Concrete, Metal and many other surfaces.**

Seam taping is an easy process and an important step in properly preparing your surface before applying Ames waterproof elastomeric coatings and paints.

Why is it important?

Hot and cold temperature changes will cause a roofs, walls, or decks to expand and contract. Over time, cracks and leaks can develop. Seam taping provides reinforcement over areas prone to splitting, such as seams or joints, and creates a “bridge” that ties the surfaces together so water cannot seep through. Seam tape is used around roof vents, on flashings, over cracks and gaps, along the seams on commercial metal roofs or even RV roofs, or wood or concrete and in many other applications.



Peel off the backing



Line up tape with seam



Press firmly into place



Peel & Stick Seam Tape

Contouring Roof Fabric

Lightweight
Seam Tape

Do not substitute fiberglass or asphalt impregnated seam tape. They do not stretch or shape like Ames Peel and Stick seam tape.

Read all label instructions before beginning a project. Always run a test patch first in an inconspicuous area, to ensure that proper adhesion and drying occurs and the product works to your satisfaction. Apply in good weather.

Preparation

Remove all loose paint, dirt, oil and grease leaving the surface clean and dry. All major cracks, joints and seams should be caulked and filled with an Ames' Blue Max trowel-grade coating and filler. Do not use any silicone caulk material. Make sure the surface is as smooth as possible.

Seam Taping with Ames' Seam Tape

All surfaces with joints, cracks, flashings or where two unlike surfaces come together should be seam taped. Use seam tape over edges and shape it to fill corners then cover liberally with Super Elasto-Barrier or one of our other coatings. Seam taping is done to provide additional strength and reinforcement. Ames' Peel & Stick Seam Tape (PS250) two inch wide by fifty feet or (PS450) four inch wide, (PS650) six inch wide is ideal for plywood, roof decks and other smooth surfaces.



PS250 2"x50'
PS450 4"x50'
PS650 6"x50'



The Tools for Roofs &
Roof Decks (plywood)

Step One: Wet the Surface



Super Elasto-Barrier

Step Two: Roll Out the Fabric



PS250

CRF250

Ames'® Contouring Roof Fabric

Long term strengthening and reinforcement with fabric

Roof Fabric Application

After seam taping the next step is to embed roof fabric for long term strengthening of the roof surface. The roof fabric (CRF250) is 42 inches by 75 feet. It is a flexible polyester with the appearance of fiberglass cloth.

Step One: Starting at one end, pour out a liberal amount (about one to two gallons on a roof) of Super Elasto-Barrier onto the surface (for smooth roofs only). Use a push broom or roller to spread the coating out in a path slightly wider than the roof fabric. Roll the fabric into the wet coating using the push broom or roller until the coating comes up through the fabric and totally saturates it. This is best done by laying the roll of fabric down and pushing it forward into the wet coating with the push broom or roller while the excess coating comes up through the fabric. Avoid folds and wrinkles. Use a liberal amount of coating. The fabric will absorb almost two gallons per 100 square feet during this application.

Step Two: With a roller or push broom, pull the excess coating off to the side in preparation for laying the next row of fabric. Use the lap line on the fabric roll as a guide. One may butt or overlap the fabric. If you choose to overlap the fabric, overlap its entire length by three to four inches. Overlap may leave a seam. Repeat this process until the entire surface is completely covered with fabric. Allow the embedded fabric to dry completely for 24 to 48 hours.

Step Three: Topcoat



Topcoat with Safe-T-Deck, Liquid Granite,
or Maximum-Stretch.

Step Three: To complete the roof fabric application process, apply an additional coat over the surface to completely seal and fill all remaining pinhole openings in the fabric. The goal here is to have all pinholes filled and no less than 30 mils of thickness (about the thickness of a dime). Use all the remaining coating to complete this process of three gallons per 100 square feet of roofing surface. The coating is best applied by pouring out in small quantities and spreading. For roofs or surfaces that are rough, do not use fabric. Pour out and prime the roof with repeated coats of Elasto-Barrier to fill and level the surface. Rough roofs will need this procedure first before applying fabric. Topcoat with Safe-T-Deck, Liquid Granite, or Maximum-Stretch. 50 to 70 mils of thickness is best, about the thickness of a dime or quarter.



HOW TO

Roofs

1. Clean and Prepare the Roof

Be sure surfaces are clean and dry before applying the coating. All major cracks, joints and seams should be caulked with Blue Max trowel-grade liquid rubber. Do not use a silicone caulk. Follow seam taping instructions. Mask all sensitive areas before starting.



2. Seam Tape Where Needed

It is important to seam tape all joints and cracks to avoid future cracking and leaking. Seam tape flashing to wood; wood to wood; concrete to wood; metal to wood; brick to wood; etc. Apply around flashings, windows and cracks in the walls. Refer to Ames Seam Tape label (PS250, PS450, PS650) for application instructions. Do not use fiberglass or asphalt impregnated seam tape.



3. Pour It Out & Paint It On

Apply 1-3 coats as needed, depending on the level of waterproofing you wish. On roofs you may simple pour it out and paint it on. Apply with a paint roller, a push broom, or a commercial airless sprayer.



Application Suggestions

Proper preparation is essential for successful coating application. Ames Research Laboratories recommends that these application suggestions be used as a guideline for applying Ames' products. Please remember, these are only suggestions. Product durability depends upon surface preparation and sufficient material usage for thickness. Read all instructions on the label before beginning. Always run a test patch first, in an inconspicuous area, to ensure that proper adhesion and drying occurs with your product and that the product works to your satisfaction before proceeding. Do not proceed unless you are satisfied. For products information or technical assistance, call 1-888-345-0809 (6:00 AM - 6:00 PM), or visit our website at: www.amesresearch.com.

Weather and Drying Guidelines

For exterior applications our products are best applied between 50 to 90 degrees F (10 to 32 degrees C) on warm dry surfaces. Be sure humidity is less than 50% and dew point and temperature have a good spread. The coating will begin to dry in 30 minutes to 2 hours depending upon thickness of application and weather. It continues to cure for up to 2 weeks. IMPORTANT: For exterior applications check your local weather forecast and follow our Ames'® Weather Rule: Apply when the streets are dry, the sun is in the sky, the roof is warm to the touch, and no inclement weather is forecast for 24 hours. The best work window during winter months is usually between 10:00 AM and 2:00 PM with a forecast of clear weather for the following day. Low temperatures, high humidity and evening and morning dew will require increased drying/curing time.

When top coating, keep in mind that white or light colored coatings will reflect nearly all solar rays and dry at a much slower rate than dark colored coatings. If you live in the northern hemisphere the best time to apply white products is the summer months when there is plenty of sunlight. In contrast, darker coatings absorb more sunlight and dry more quickly.

DO IT



Decks and Roof Decks

Roof decks are decks that exist over living areas. Use Safe-T-Deck to seal and save roof decks and old decks and to make slippery surfaces safe. Liquid Granite™ is an attractive granite-look coating that may be used on decks, roof decks, and many other surfaces.

1. Prepare the surface.

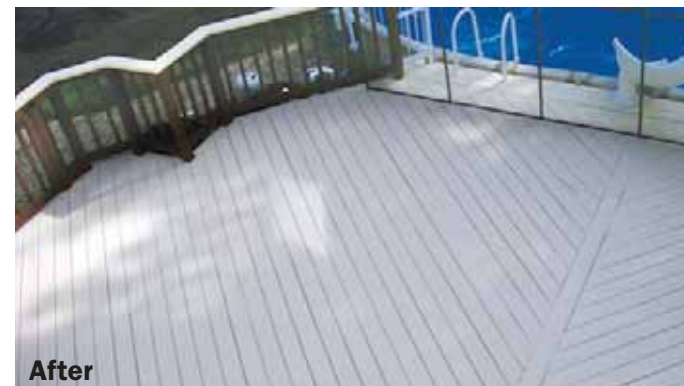
Remove old coatings which are delaminating or lifting. All surfaces must be clean and dry before beginning the application.

2. Prime the Surface

If possible, seal the sides of wood decking boards when spacing permits, as well as top and ends. Prime the surface with Super Elasto-Barrier using a paint brush, roller or sprayer. Apply roof fabric and Seam Tape according to label instructions with Super Elasto-Barrier at a rate of 2-3 gallons per 100 sq. ft. Allow to cure 2-4 hours or until dry.

3. Topcoat with Safe-T-Deck or Liquid Granite.

Apply 2-3 coats of Safe-T-Deck or Liquid Granite over Super Elasto-Barrier. Allow proper drying time. For specific applications, contact our technical staff at 1-888-345-0809, seven days a week.



D-I-Y: HIGH ROOFING COSTS DRIVE MORE OWNERS TO DO THEIR OWN ROOF MAINTENANCE.

Walls

Use Ames' Block & Wall or Blue Max to seal and save walls. Ideal for use on coated walls, brick or block walls, interior and exterior walls, pretreated plywood, sheet metal, plastic, precast concrete, stucco, wood and drywall. It stops powerful hydrostatic pressure.

1. Surface Preparation.

Be sure surfaces are clean and dry before applying the coating. All major cracks, joints and seams should be caulked with Blue Max trowel-grade liquid rubber. Do not use a silicone caulk.

2. Seam Tape Where Needed

Seam tape all joints and cracks to avoid future cracking and leaking. All surfaces with joints, cracks or where two unlike surfaces come together may require Seam Tape. Refer to Ames Seam Tape label (PS250, PS450, PS650) for application instructions. Do not use fiberglass or asphalt impregnated seam tape.



3. Application.

Apply one coat of Block & Wall as needed; continue until wall is totally sealed and watertight. Allow adequate drying time between coats.

Helpful Hints

In difficult situations and basements, and on below grade walls, you may want to prime with Block & Wall Liquid Rubber, or Blue Max before top coating with Block & Wall Acrylic.

D-I-Y FOR COMMERCIAL APPLICATIONS



Many factory and building owners are now doing maintenance that last much longer than their own roofs

Commercial Success Stories

Ames Research Laboratories Inc. provides elastomeric coatings for every setting, including commercial use. Ames Research Laboratories provides roof, wall, and deck coatings that expand and contract with any roof surface, but do not get brittle and crack. While reflecting damaging rays from the sun, these professional-grade roof coatings will withstand ponding water and prevent rust.

Whether you have an office building or a large factory, Ames products can provide your facility with a continuous film, or rubberized coating for the entire roof. By simply sealing troublesome leaks, you will be able to extend the life of your roof.

...

Commercial Roof Customer in Tennessee

[These] are pictures of the building we used Ames Products to refurbish the roof on our commercial building in Clarksville, Tennessee. The first are of the roof after our first contractor finished. He was not a believer; therefore never completed the job successfully, when he was let go the roof still leaked after six months.

The second roofer was behind the concept and you can see why I am sold on Ames Products. The final roofing was completed in three days and the roof no longer leaks. We are looking forward to a no leak roof and lower utility bills.

Thank you for all your advice

We were really pleased with the outcome and hope that you are too. It rained the day it was finished and there were no leaks...

Thank you!
Have a great day!!!
Dick Demeree

Based on sophisticated acrylic-polymer technology, Ames Research Laboratories products are manufactured to strict standards. Our products will provide your facility a roof coating that not only seals and protects, but also is the highest quality, lowest toxicity, and environmentally friendly.

Ames Research Laboratories high reflectivity will also improve your air-conditioning efficiency by reducing roof temperatures. Our products will eliminate tear-offs and re-roofing by protecting your costly primary roof investment.

Ames Research Laboratories has built an impressive record of helping commercial clients. Check out some of these success stories...

New Life For An Old Building

Long-Term Report...

Greater Jefferson Community Center, Inc.

In 2006 the Greater Jefferson Community Center, Inc. purchase property with a 101-year old building in downtown Jefferson to be used as a community center. Until the non-profit was able to raise money for a new building, we planned to use the older building. That building was in great need of repair, especially the roof. After the City/County condemned the building, the volunteers of Jefferson came together to fix the building up. The repairs took us seven months to accomplish.

Dr. W. Ames Curtright of Ames Research offered to help us fix the roof. He donated over \$3,000 worth of supplies so we could fix it. We have now gone through a complete winter with the repaired roof and we are thrilled to report that it does not leak at all. Oregon's rainy winters are a tough test for any roof. We came through with flying colors.

Thanks to Dr. Curtright, we are using a building that is now, not only usable, but comfortable and inviting.



ADVERTISING

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Ames goes national on the Television Market.
Shows, Magazines and the World Wide Web.

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- Military Channel
- Discovery
- Spike

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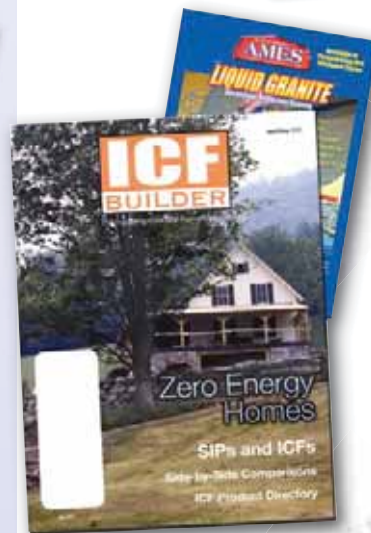
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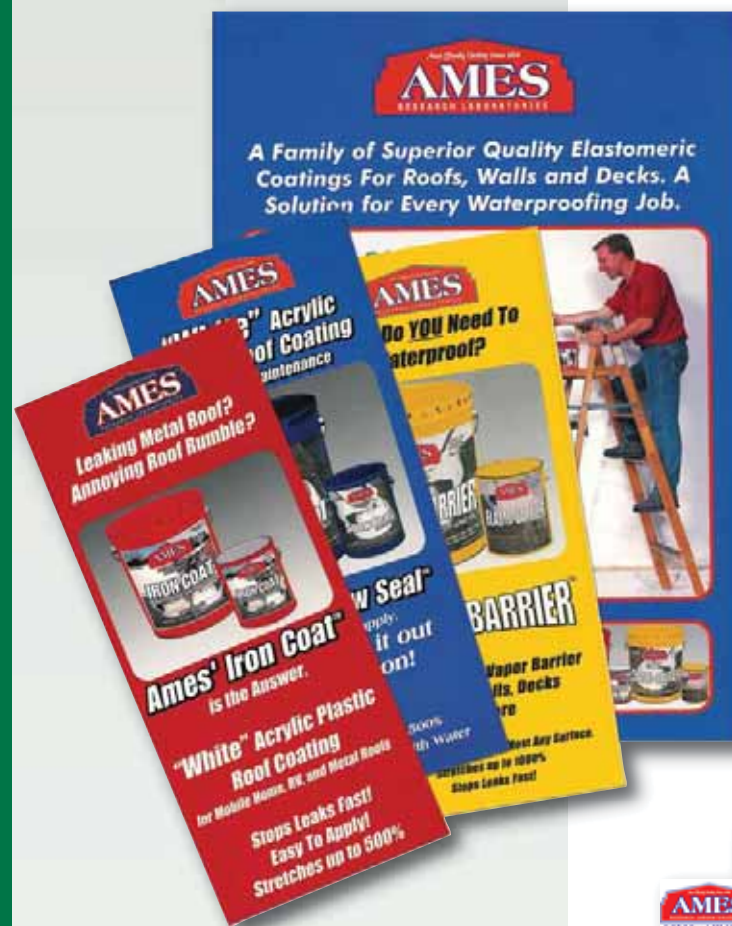


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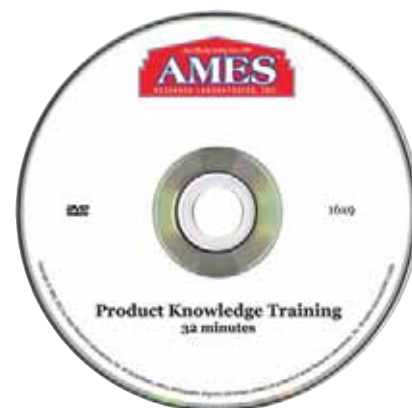
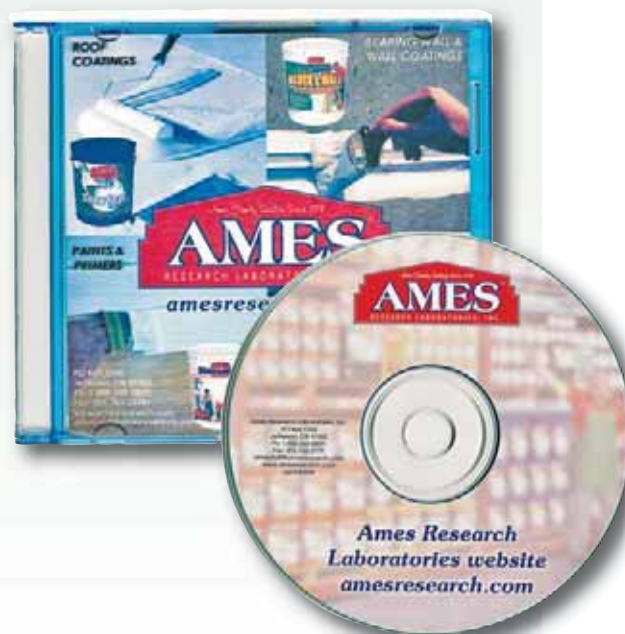
Informative “How To Tips”, application instructions, and product information

Shelf Talkers



Application DVD's

Instructional videos and application examples.



JUST ASK

Customer Service Staff

Our inside customer support and technical staff are available on our toll-free help line 1-888-345-0809. This service is offered seven days a week, and the toll free number also works in Canada. The staff is comprised of people with the following experience:

- **115 combined years of retail experience.**
- **64 combined years of home improvement experience**
- **53 combined years of management experience.**
- **33 combined years with Ames Research Laboratories**

Three reasons why you benefit from our staff:

1. We have knowledgeable and experienced staff to serve your employees as well as your customer.
2. We are available seven days a week to serve you.
3. To date, 95% of our weekend calls are from end-users. We train and assist them with their project and then send them to you for the sale.

Our mission in customer service is simply this:

“In this day and age we believe that the singular most important ingredient that any merchant or supplier can offer customers is their service. Backed with honesty and integrity, our core responsibility at Ames Research Laboratories is to ensure that we do everything within our power to provide the best customer service available in the industry to you and your customers.”


















National “in-store” training programs with “factory-supplied” representative.

- In-store product knowledge meetings
- In-store service and maintenance
- Service and support with Point of Sale/Point of Purchase and video programs
- Merchandising support
- Training videos



Be Sure To Look Us Up On The Internet at
www.amesresearch.com

A Program To Save & Maintain Roofs, Floors, Walls and Decks

Roofs	Decks	Basements	Paints
 <ul style="list-style-type: none">• Rubber Roof Coating• Tintable	 <ul style="list-style-type: none">• Decorative Coating• Siding• Decks	 <ul style="list-style-type: none">• Impervious Waterproof Coating• Regular, Trowel, & Extra-Sticky• All Purpose Rubber• Waterproofer	 <ul style="list-style-type: none">• Reflective Glass Beads• Reflects Light at Night
 <ul style="list-style-type: none">• Dual Rubber Roof Coating• Roofs & Roof Decks• Rubber Undercoat	 <ul style="list-style-type: none">• Non-Skid• Safety Paint• Roof Decks, Concrete & Wood	 <ul style="list-style-type: none">• Rubber Coating For Waterproofing• Underlayment • Sheathing	 <ul style="list-style-type: none">• Rubber Elastomeric• Metal, Wood, Siding• 25-Year Coating
 <ul style="list-style-type: none">• Contouring Roof Fabric (42" x 75' roll)• Strengthens Surfaces• Roofs & Roof Decks	 <ul style="list-style-type: none">• Seals, Primes, & Bonds to most surfaces• Increases Adhesion• Penetrates & Strengthens	 <ul style="list-style-type: none">• For Bearing Walls• Stops Water Seepage• Colonial Blue	 <ul style="list-style-type: none">• Plastic Paint• Smooth Formula• Factory Floors• Patios
 <ul style="list-style-type: none">• Contouring• Self-Adhesive• High-Strength			 <ul style="list-style-type: none">• Elastomeric Plastic Coating• Sealer for many Applications
 <ul style="list-style-type: none">• Metal Roof Coating• 10-Year No-Peel Warranty• Elastomeric• Rubberized			



Want To Know More? Just Ask:
888-345-0809

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