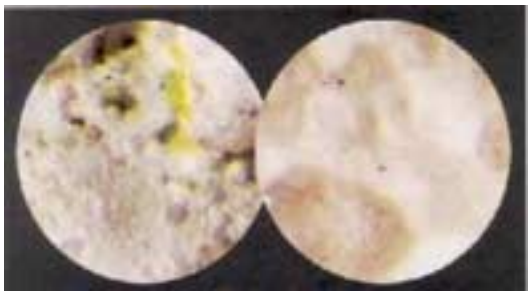
Medallion Series of PMR™ Finishes (DS223)

Dryvit Systems, Inc.

Proven Dirt and Mildew Resistant Finishes For Demanding Building Environments



(photo shows finish without and with PMR)

Description

Mildew is no match for the Medallion Series of (PMR) Proven Mildew Resistance finishes from Dryvit. Airborne pollutants and humidity can quickly transform a building's clean exterior into a wall of unattractive, difficult-to-remove mildew. Now Dryvit introduces the Medallion™ Series of Proven Mildew Resistant (PMR) finishes, an EIFS breakthrough tested and proven to inhibit the growth of mildew in difficult mildew-prone environments. And unlike other mildew resistant finishes that can rapidly lose their effectiveness after exposure to rain and water, Dryvit PMR finishes incorporate state-of-the-art chemistry developed to help keep your building mildew free longer. A clean finish inhibits mildew growth**.** Another great advantage to Dryvit's Medallion Series is that it also inhibits the retention of airborne dirt and pollutants, the nutrients necessary for mildew growth. Dryvit's advanced new finishes provide a smooth and tough polymer barrier against dirt and other forms of pollution. In fact, additional research in a pollution-filled urban area demonstrates Dryvit's dirt-resistance and its ability to maintain a like-new appearance years after the original application.

Texture and Color To Meet Every Need

Dryvit Medallion Series finishes are available in five textures Quarzputz®, Sandblast®, Freestyle®, Sandpebble®, Sandpebble Fine™ and two smooth specialty coatings; Demandit® and Weathercoat™ . All finishes and coatings are available in a virtually unlimited range of colors.

A Proven Well-Balanced Formula

To make Medallion the best-performing finish possible, Dryvit researchers combined state-of-the-art mildewcide chemistry with their high-performance dirt resistant technology to meet the demands of the toughest environments. The Medallion Series provides proven mildew resistance without compromising the superior non-yellowing, chalk- and fade-resistant characteristics that Dryvit's 100% acrylic finishes are known for worldwide. The new performance standard for EIFS finishes**.** When you specify Medallion PMR finishes, you will be specifying unequaled quality that all Dryvit finishes are known for. In fact, since 1969, the superiority of Dryvit's 100% acrylic polymer finishes has been proven on over 250,000 installations worldwide.

What is Mildew?

To fight a problem as tough as mildew, it takes a finish as tough as Dryvit. Mildew micro-organisms are naturally present in the soil throughout the country. The mildew spores float through the air, settle on any available surface and grow if the environment is hospitable. The important and necessary ingredients which contribute to the formation of mildew are moisture (rainfall and humidity), nutrients (dirt) and lack of adequate sunlight (shade). The dirty, damp surfaces of brick, metal, glass, concrete, wood, plastic, acrylic finishes and porcelain enamel are all potential incubators for mildew growth. Although the fungi may be green, red, purple or grey, the most common forms found on exterior surfaces are black in color. As a result, mildew is often confused with dirt. Mildew often defaces surface coatings. The damage is due to the growth of the micro-organisms which cover the surface with a fine network of web-like or nodular forms. Mildew spores from old established sites most often latch onto dirt already collected on a building's surface. The micro-organisms live by utilizing the nutrients from the dirt, the surface itself or from food derived from the substrate. These micro-organisms, in turn, produce new spores; and the propagation process continues.

How to Avoid It

Mildew is a complex and resolute adversary. In fact, it is impossible to eliminate totally and, at best, difficult to control. Spores, blown about in the wind, can easily be transferred from on building to another nearby building. Steps can be taken, however, to significantly retard the occurrence of mildew. As mildew most often requires dirt particles to grow and thrive, one's best protection is a preventative maintenance program to keep surfaces clean. How is this achieved? The finish component of an EIFS should be formulated with dirt-resistant chemistry to discourage the attraction of dirt and other airborne pollutants. For even further protection, a mildewcidal chemistry that has low water solubility should also be formulated for the finish or coating. These mildewcides contain molecules that are toxic to the micro-organisms that cause mildew. The presence of mildew on the surface triggers that mildewcide to react and kill the micro-organisms. The finish should also be cleaned occasionally according to manufacturer's instructions for removal of dirt and accumulated pollutants, and thus make it even more difficult for mildew to form. Again, mildew is impossible to totally eliminate. However, one can minimize its growth on new construction and retrofit/remodeling applications by applying Dryvit's mildew and dirt pickup resistant finishes and then following up with a consistent cleaning program. The results is a building which projects its intended image while reducing those long-term maintenance costs.

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Printed in U.S.A. R4:1-5-99