

# NewLook® International, Inc. CEMENT COLOR

## Technical Information Sheet



---

NewLook® CEMENT COLORS are premium synthetic mineral oxide additives for coloring concrete, mortar, sand and many other mixes. They are powder pigments that mix into any concrete mixture, transforming it into a new design feature for building and paving projects or to increase curb appeal around the home.

---

### USES & BENEFITS

- CEMENT COLOR are premium quality, synthetic iron oxide pigment additives that resist fading
- Light-fast, durable, alkali and ultraviolet resistant
- Use for coloring concrete masonry, mortar, pavers, retaining walls, stucco, and roof tile mixtures
- Use in cast-in-place, slab-on-grade, precast, tilt-up and decorative concrete
- Also used to color cast stone, plaster, stucco and other cement-based construction materials

### INGREDIENTS

NewLook® CEMENT COLORS are pure, concentrated pigments made of high-quality synthetic metal oxides recycled from iron or refined from the earth and specially processed for mixing into concrete. CEMENT COLORS comply with ASTM C979 *Pigments for Integrally Colored Concrete*.

### PREPARATION

READ ALL DIRECTIONS BEFORE STARTING WORK.

Prepare the substrate as required for the cement product being colored. To test color results, mix a small amount of color with the cement product to be used and apply to a concrete block. The color appears darker when freshly applied and lightens to its final color when dry.

Thoroughly mix the cement color with dry powder cement products then add water. Color variation can occur due to the color of the cement, sand and coarse aggregate used, amount and mineral content of the water used, amount of troweling, amount of water used in finishing, and curing methods employed. These conditions are beyond the control of the manufacturer.

### MIXING

Thoroughly pre-blend the NewLook® CEMENT COLOR with the dry powder cement product before adding mix water. Add 2/3 of suggested mix water and mix until material is of uniform color. Add the balance of water and mix to a workable consistency. Care must be taken to keep proportions of materials the same from batch to batch. Color will tend to even out over time. Use 1 lb. (.45 kg) CEMENT COLOR per 94 lb. (42.6 kg), 80 lb. (36.3 kg) or 60 lb. (27.2 kg) bag of concrete, sand or mortar mix. One pound of CEMENT COLOR will yield a darker color in a 60 lb. bag than in a 94 lb. bag. If a lighter color is desired use less CEMENT COLOR. For custom field mixes, use up to 7 lbs. (3.18 kg) per 94 lb. bag Portland cement and up to 5 lbs. (2.27 kg) per 70 lb. bag of masonry cement.

Use the same pigment-to-cement ratio, type and brand of cement and aggregates throughout the 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 adding water. Calcium chloride set-accelerator causes discoloration; do not use with CEMENT COLOR. Specify air content of 5% to 7% for improved workability and long-term durability in freeze/thaw climates.

## PLACEMENT

Place mixture according to the corresponding concrete, sand or mortar mix product literature. For best results, materials, curing, weather conditions and workmanship should be uniform and consistent throughout the project. Quality starts with the concrete mix; use a low water-content, high-performance mix design. When planning a project, budget for craftsmanship.

## CURING & SEALING

Wetting the surface may result in spotting. Use of NewLook® Cure & Seal™ or other NewLook-approved sealers can reduce the need for wet curing. Other curing methods, such as water curing or plastic sheets cause discoloration.

## CONTRACTOR'S GUIDE

Prepare a well-drained subgrade. Add 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" (75 mm) 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. Do not wet finishing tools or brooms or sprinkle water on surface. Do not sprinkle pigment or cement onto the surface. Rotary, dry-broom, pattern or rough finishes usually cure more even-colored than smooth-troweled finishes. Uneven curing equates to uneven drying, which equates to uneven color. Cure colored concrete with NewLook® Cure & Seal™ or other NewLook-approved cure and seal. Go to <http://www.GetNeLook.com> for more information. 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 NewLook® Concrete Degreaser™ or NewLook® EcoAcid™ or other mild-acid cleaners formulated to remove efflorescence. Follow cleaner instructions and test in a small, inconspicuous area to make sure cleaner will not etch or discolor the surface. Wear rubber gloves and eye protection.

Faded integral color projects can be brought back to life and restored using the NewLook® ORIGINAL Solid Color Stain™ or NewLook® SmartColor™. The ORIGINAL Solid Color Stain is a user-friendly, polymer-modified opaque stain that penetrates porous concrete surfaces, completely covers existing colors or discolorations, and leaves a natural-looking finish as if the concrete were recently poured with CEMENT COLOR.

## 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, bush-hammering, grinding, polishing, special forms or form liners.

## CONSUMER ADVICE

Contractors are independently owned and operated without affiliation to NewLook International, Inc. Choose a licensed and qualified contractor who provides written information and example projects you can see before you buy. Contact your local ready mix or building material supplier or visit <http://www.GetNeLook.com>.

## COLOR GUIDE (APPROXIMATE) & DOSAGE RATES

Color name and dose rate to mix with each 94 lb. sack of cement.



Charcoal (1 LB)



Charcoal (1.25 LBS)



Charcoal (2 LBS)



Charcoal (2.5 LBS)



Charcoal (5 LBS)



Dark Brown (2 LBS)



Dark Brown (4 LBS)

**IMPORTANT:** The natural base of concrete, finishing and curing method determines final color. Color swatches simulate 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. Different cements, sand, rock, mixing and jobsite conditions and contractor technique can (and often do) alter color from these swatches. Concrete is produced from natural materials. Surface variation common to uncolored concrete can (and often does) impact colored concrete.



Light Brown (0.5 LB)



Light Brown (1 LB)



Light Brown (2 LBS)



Light Brown (3 LBS)



Tan (2 LBS)



Tan (3 LBS)

**IMPORTANT:** The natural base of concrete, finishing and curing method determines final color. Color swatches simulate 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. Different cements, sand, rock, mixing and jobsite conditions and contractor technique can (and often do) alter color from these swatches. Concrete is produced from natural materials. Surface variation common to uncolored concrete can (and often does) impact colored concrete.



Red (1 LB)



Red (2 LBS)



Red (4 LBS)



Green (3 LBS)

**IMPORTANT:** The natural base of concrete, finishing and curing method determines final color. These color swatches simulate 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. Different cements, sand, rock, mixing and jobsite conditions and contractor technique can (and often do) alter color from these swatches. Concrete is produced from natural materials. Surface variation common to uncolored concrete can (and often does) impact colored concrete. See packaging information below.

## PACKAGING

1 lb. (.45 kg) – Charcoal 101 – UPC: 8-53623-00332-9  
0.5 lb. (.23 kg) – Dark Brown 102 – UPC: 8-53623-00333-6  
0.5 lb. (.23 kg) – Light Brown 103 – UPC: 8-53623-00334-3  
0.5 lb. (.23 kg) – Tan 104 – UPC: 8-53623-00325-1  
1 lb. (.45 kg) – Red 105 – UPC: 8-53623-00325-1  
1 lb. (.45 kg) – Green 106 – UPC: 8-53623-00336-7

3 lb. (1.2 kg) – Charcoal 101 – UPC: 8-53623-00327-5  
2 lb. (0.9 kg) – Dark Brown 102 – UPC: 8-53623-00328-2  
2 lb. (0.9 kg) – Light Brown 103 – UPC: 8-53623-00326-8  
2 lb. (0.9 kg) – Tan 104 – UPC: 8-53623-00329-9  
3 lb. (1.2 kg) – Red 105 – UPC: 8-53623-00330-5  
3 lb. (1.2 kg) – Green 106 – UPC: 8-53623-00331-2

## LIMITED PRODUCT WARRANTY

The manufacturer warrants that this product shall be of merchantable quality when used or applied in accordance with the manufacturer's instructions. This product is not warranted as suitable for any purpose other than the general purpose for which it is intended. This warranty runs for one (1) year from the date the product is purchased. ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ON THIS PRODUCT IS LIMITED TO THE DURATION OF THIS WARRANTY. Liability under this warranty is limited to replacement of defective product or, at the manufacturer's option, refund of the purchase price. CONSEQUENTIAL AND INCIDENTAL DAMAGES ARE NOT RECOVERABLE UNDER THIS WARRANTY.