



PRESS RELEASE

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FOG COAT: THE PLASTERER'S SECRET WEAPON

Newport Beach, CA – Fog Coat is a cement-based finish that in simple terms is stucco without the sand. It can be made in any stucco color (except the very darkest colors) and allows for patching, blending, freshening up, and re-coloring stucco. Paint has become so widely used that stucco is too often painted over, rather than using Fog Coat for its many advantages over paint.

Won't peel or flake off in a few years. Fog coat becomes part of the stucco, because they share the same cement base.

No sandblasting. To repaint a house, it is often necessary to sandblast loose paint off first, which is environmentally hazardous. If the stucco is maintained with Fog Coat, sandblasting is never needed.

Won't trap moisture. Paint can trap moisture that can cause mold growth and lead to paint peeling off. Fog Coat becomes part of the cement matrix in the stucco.

Preserves stucco texture. Fog Coat is applied in a light mist and is absorbed into the stucco surface, preserving the original stucco texture. Paint can obscure the texture and hide the natural appearance of the stucco.

Easy to apply. Mix dry Fog Coat with water and you are ready to go. The only tool needed is a simple Hudson sprayer.

Economical. Using Fog Coat is about the same cost as painting and is required less often than painting.

Vapor permeable. Many paints block water vapor from exiting the building, which can lead to mold growth. Stucco and Fog Coat readily allow water vapor out of the structure.

Match most any color. Using the manufacturer's color number, you can purchase the same color Fog Coat as the stucco on your home. And if you wish to change the color, your contractor will be able to purchase Fog Coat to match a wide range of paint colors—really any object can be matched.

In 1957, the SMA (Stucco Manufacturers Association) formed as a non-profit trade association comprised of the major manufacturers of stucco in North America, as well as their related suppliers. Their primary focus is to educate the professionals in the building industry. Architects, specifiers, plastering contractors, building owners, interior designers, color consultants, and suppliers can benefit from the expertise of the SMA. For more information please contact the association's Executive Director, Norma Fox, at 949.640.9902.