



Concrete Dye Color Chart

Ash
Brown

DC Concrete Dyes are quick-drying, easy-to-apply acetone-based, translucent solutions that create vibrant topical layers of color that will not crack or peel. When used properly, Concrete Dye will provide true, consistent color for indoor and outdoor surfaces.

Aztec
Brown

Brick
Red

Buff

Burnt
Orange

Burnt
Rouge

Carnation
Pink

Charcoal

Chestnut

Cinnamon

Coffee
Brown

Desert
Pink

English
Red

Evergreen

Goldenrod

Jacinthe

Jet
Black

Khaki

Light
Slate

Malayan
Buff

Mojave
Dunes

Oakwood

Olive

Poppy
Red

Powder
Blue

Pumpkin
Spice

Raincloud

Red
Roof

Rust

Rustic
Brown

Sepia

Sienna

Smokey
Topaz

Sorrel

Stormy
Gray

Sunset
Tan

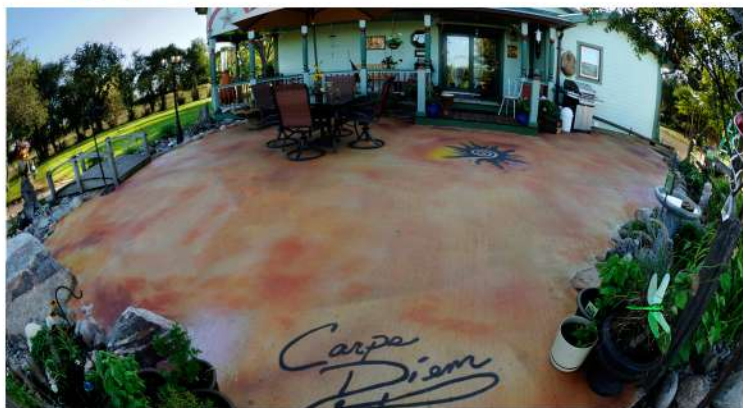
Tan

Toasted
Wheat

White

Yellow

Wintergreen



DC Concrete Dye is quick-drying, easy-to-apply acetone-based, translucent topical colorant intended for concrete floor or similar applications. When used properly, this product will provide true, consistent color for indoor and outdoor surfaces. Concrete Dye is a dye and seal product and is not intended for polished concrete floors. DC Concrete Dye is particularly useful when attempting to stain areas that cannot easily be colored with concrete acid stain. DC Concrete Dye is an excellent choice as secondary accents on tinted concrete sealer and acid stain finishes, stenciling, design work, and borders. Dye can also be used on slabs not suitable for acid staining such as concrete poured with a waterproofing additive, with exposed aggregate or areas previously treated with muriatic acid. Concrete dye is not a good choice for excessively rough and/or heavily broomed concrete.

Coverage: DC Concrete Dye will cover 200-400 square feet per gallon depending on surface conditions. For best results, pre-seal the surface before applying the dye with Sprayable Satin Finish Sealer. If the concrete has been ground or has a rougher texture, a second coat of sealer may be necessary. Three or more dye coats are generally required to achieve most colors. Each additional coat will produce a darker, more intense color. For enhanced color diversity, apply two or more colors. DC Concrete Dye must be applied an aerosol sprayer or acetone sprayer. The product cannot be applied with a brush, roller or similar applicator.

Seal the concrete immediately after applying to protect the finish. Acetone must be purchased separately. DC Concrete Dye is also available in sample sizes, a six color sample kit and custom dye sample kits.

Surface Preparation: The concrete must be fully-cured and free of debris, dirt and oils, flaking sealers, adhesives or anything that might prevent the color from bonding to the surface. For older or exposed concrete, the surface must be completely intact with no evidence of spalling. As a final step, clean the floor with a solution of organic degreaser and water. Wash with clear water and leave to dry. Pre-seal all surfaces prior to applying the dye. Sprayable Satin Finish Sealer is recommended for outdoor applications. Concrete dye is not a good choice for excessively rough and/or heavily broomed concrete.

Mixing Instructions: Because acetone is highly flammable, transportation restrictions prevent Direct Colors from shipping DC Concrete Dye in liquid form. For every gallon of dye purchased, the customer needs to buy a gallon of acetone from their local hardware store. Acetone is readily available in most communities. Empty the dye packet into the acetone container. Do not attempt to mix the concrete dye in the sprayer. It will not combine properly and clog the sprayer. Tightly seal the lid and vigorously shake for at least a 1 minute turning the container side to side and upside down to ensure the mixture is thoroughly combined. **DO NOT MIX IN THE SPRAYER OR USE ANY TYPE OF ELECTRICAL MIXER.** Allow the concrete dye solution to dwell for a minimum of 1 hour before applying. Applying the concrete dye before the appropriate dwell time has passed can result in dye inconsistency and other significant mixture or spraying problems. After at least one hour, pour the solution into the acetone sprayer and apply. Shake the remaining solution each time before refilling the sprayer. Periodically shake the solution in the sprayer while

applying. Direct Colors offers a 6oz. aerosol sprayer for samples or accent applications, a 1.5 liter sprayer for jobs 100-200 sq. ft. and a 3-gallon sprayer for larger projects.

Application: Safety while applying dye is important. Remember to extinguish all pilot lights before use and do not smoke during the application. Use goggles and gloves while working with the concrete dye. Air pressure is essential to a successful concrete dye application. Pump up the sprayer to the highest point possible. The concrete dye should spray as a mist and not in the form of droplets. If the sprayer begins to drip and dye droplets form, stop and pump up the sprayer again. Frequently pumping the sprayer to maintain consistently high pressure will produce the best application results. Clean with acetone and store for reuse. The appearance of the finished product is very much influenced by the manner in which the dye is applied. Shake the mixture in the sprayer frequently to ensure an even, consistent color during the application. The dye should be sprayed going right to left, then north to south. Try not to spray on too thick. The dye will dry almost instantly. The more layers you apply the darker the color will become. Apply as thin a coat as possible to ensure color quality and appearance. Generally, 3 or more coats of dye should be sufficient for most applications, but additional dye can be applied to make the surface darker. Do not let the dye pool up in any area, so mop up these spots with a disposable rag. Allow product to dry thoroughly. Carefully use soft cloth or clean dust mop to remove excess colorant or surface residue from the concrete before sealing.

Sealing the Surface: For best results, seal the concrete immediately after cleaning. Remove shoes and work in sock feet on dyed surfaces. Sprayable sealers are preferred for use with DC Concrete Dye. Use caution in applying solvent-based sealers, particularly during indoor applications. Wear a mask while applying the sealer and make certain the area is well ventilated to the outside. Water-based sealers are highly recommended for basements applications. For complete application instructions for specific sealers, visit www.directcolors.com.

Storage: Tightly seal and store in a cool, dry place. Shelf life for the product is approximately 24 months.

Caution: KEEP OUT OF REACH OF CHILDREN. After mixing with Acetone, DC Concrete Dye is highly flammable and should not be used in an enclosed area without excellent ventilation to the outside. Wear eye goggles, gloves, and dust mask during application. Extinguish all open flames, including pilot lights, lighters, cigarettes, heaters and electrical tools, before use. **DO NOT MIX DC CONCRETE DYE WITH AN ELECTRIC MIXER OF ANY KIND.** Do not ingest and avoid breathing fumes.

Warranty: Because the conditions of use and application of our products are beyond the control of Direct Colors, Direct Colors makes no warranty regarding workmanship and other variables that do not involve the performance of our products. Buyer's sole remedy shall be the purchase price paid by the user or buyer for the quantity of the Direct Colors product involved. The sellers and manufacturers obligations under this warranty shall be limited to refunding the purchase price of that portion of the material proven defective. Seller and/or manufacturer will not be liable for special, incidental or consequential damages, including for delays or lost profits.

