

# THE NatureColor®

TRANSLUCENT FINISH PALETTE



NatureColor® is available in eight translucent, high quality satin sheen tones. Actual colors may vary from photograph. The colors shown are three coats applied to smooth white pine. Darker wood species and/or rough sawn surfaces result in a darker appearance. Before job application, always prepare a test sample on the surface to be finished to confirm desired color results. Four-ounce samples are available from Structures Wood Care.

**CUSTOM COLORS:** NatureColor® may be job site intermixed for variations to these colors. For larger projects of 300 gallons or more, NatureColor® can be colored to your specifications at our manufacturing plant.

## Product Description

NatureColor® Base Coat and NatureColor® Recoater are exterior use translucent satin wood finishes of an oil alkyd resin formulation combined with special iron oxide, ultraviolet reflecting/ absorbing pigments. Applied initially as a three coat prime and finish system on vertical surfaces (two coats of BaseCoat followed with one coat of Recoater) it is suitable for exterior siding and trim, solid timber, entry and garage doors, fencing, lawn furniture, etc. (One coat of Base Coat only for deck and rail horizontal surfaces.) There are notable alternatives to this general use description depending upon the type and condition of the surface to be finished—please review specific details on product can labels and/or our website.

## Coverage

On rough sawn/textured wood, coverage will be approximately 200–400 square feet average per gallon per coat.

## Application and Maintenance

All new wood, previously coated wood, or uncoated weathered wood surfaces must be correctly prepared before using NatureColor®. See can labels and/or our website information. Application by natural bristle brush is recommended—spraying is acceptable followed with back brushing. Allow 24 hours minimum drying time between coats. Apply unthinned. The wear characteristics and life expectancy of NatureColor® Base Coat and Recoater depends upon variables such as design of the structure being finished, type and condition of the wood at application, quality of the preparation, and application procedure, etc. Single coat reapplications on vertical surfaces will be as required, generally every two to four years on varying parts of the structure depending in part on its directional orientation and exposure to weathering elements. Horizontal surface reapplication may be annually or as visually required in wear areas.

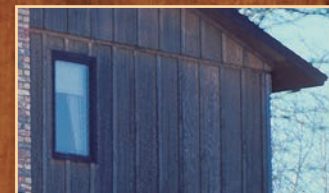
## Restoring Your Natural Wood

In the absence of correct renovation procedures, these structures are on their way to the destiny typical of outdoor wood left unfinished or coated with products that do not meet the requirements for durable outdoor weather protection. They will typically be overcoated with solid color paint to hide their progressively deteriorating appearance.

1. **NO PROTECTIVE FINISH**—nature taking its course: color loss, wood surface fracturing, mold/ fungi growth.



2. **WEATHERED SEMI-TRANSPARENT STAIN**—loose pigment—discoloration. The negligible surface film of semi-transparent stain results in inadequate and short-lived protection from the elements. Recoats of the same product obliterate the remnants of the original natural wood look.



3. **CLEAR WOOD FINISH.** Same effect as semi-transparent stain—accelerated color fade from sunlight—moisture incursion—cupping and distortion of the wood structure—onset of mold growth.



BEFORE



AFTER

If your property looks like this, chances are Structures Wood Care products can dramatically improve its appearance by restoring it to new wood condition. The deterioration you are seeing may only be skin deep. With a chemical or media blasted resurfacing technique, you can remove the damaged wood cell structure from your wood at its surface, taking discoloration and the remnants of previously applied stains or clear wood finishes that have failed with it. In the process, you will re-establish a structurally sound and visually appealing new wood surface as a foundation for the enduring wood protection of NatureColor®. Contact Structures Wood Care for further information.



## NatureColor®

Structures Wood Care, Inc.

Phone: 218.963.4680

Fax: 218.963.4689

Toll-free 866.963.4680

[www.structureswoodcare.com](http://www.structureswoodcare.com)

A translucent finish system for preserving the beauty of outdoor wood

Great on  
Decks Too!

# NatureColor®

SIDING • TRIM • DECKS • FURNITURE • FENCING





# FOR HOMES AND OTHER STRUCTURES

*suited to the natural wood look, there is seldom a need to improve upon the appearance of freshly milled wood as nature beautifully colored and preserved it in a living tree. But how do you retain this appearance in an outdoor environment once the process in nature that created and protected such beauty is removed when the tree is felled?*



## THE NATURECOLOR® ANSWER

*You do it with NatureColor®, a wood protection technology which origin-ated in Europe and now well-proven through ~~threed~~ decades of continuous use in the United SStates and Canada. Developed in Scandinavia, it is the state-of-the-art finish for keeping your natural wood home looking new year after year.*



Weathered Wood



Fresh Cut Wood

## THE CHALLENGE

Preserving the visual appeal of your natural wood will depend upon maintaining its vibrant color, grain definition, and surface texture. Because nature's weathering elements will constantly seek to erase that appearance, the challenge of a protective finish is two-fold.

1. Erect a durable surface barrier that repels water so that moisture incursion into the wood and its destructive effects are minimized.
2. Screen the wood from the degrading effects of sunlight without masking its attractive appearance.

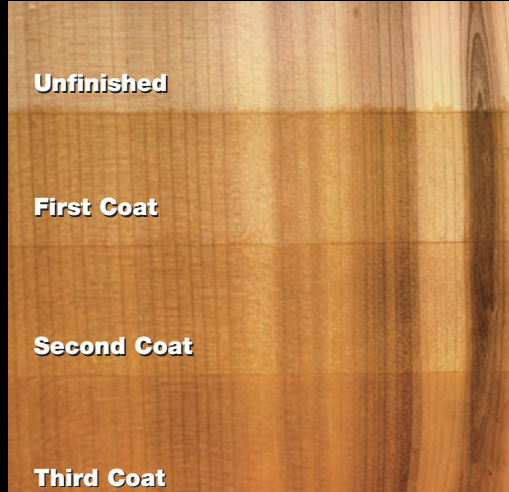
## COLOR RETENTION

A key element in retaining the attractive appearance of a natural wood motif is to minimize the damaging and color fading effects of sunlight to both the finish system and the wood it's protecting. NatureColor® accomplishes this through the use of a sophisticated blend of micronized, highly refined pigment particles, and ultraviolet filters (absorbers). When combined with other components of the finish, a translucent screen is created that highlights grain definition and gives visible depth to the wood while neutralizing and dissipating most of sunlight's degrading weathering elements.



## WATER REPELLENCY

Water beads and rolls off the NatureColor® surface film barrier, yet it allows moisture in vapor form (present in all wood) to pass harmlessly through it. This breathable "microporous" feature of NatureColor® makes it extremely resistant to blistering and peeling. Because the wood's surface is protected from constant cycles of wetting and drying, it is less likely to cup and crack and will maintain a relatively new appearance. The elasticity of NatureColor® allows it to remain secured to the wood while moving with it as it expands and contracts with changes in humidity and temperature.



## THE SOLUTION

The NatureColor® translucent finish system is a synthesis of alkyd resins, polymers, pigments, and fungicidal components formulated into a three-layered weathering shield that first penetrates and anchors itself to the wood. Bonded to that foundation, it then establishes a major part of itself above the wood's surface. It is at the *surface* of the wood where the destructive effects of weathering occur and preservation of the appearance you are striving for will succeed or fail.

## THE RESULT: AN INVESTMENT THAT ENDURES

What may be the most compelling reason for choosing a natural wood motif is the simple fact that it is beautiful to look at—nothing else equals it. As NatureColor® bears the brunt of weathering elements and conserves the aesthetic appeal of the wood surface beneath it, the gradual erosion NatureColor® sustains from outdoor wear may be renewed by periodic single coat reapplication maintenance. With NatureColor® protection, the new wood appearance you see today can be the same appealing look you'll see well into tomorrow.



## DECKS & LOG HOMES

Our website provides guidelines for the use of NatureColor® to meet the special needs of log and other timber-style homes and commercial structures, as well as decks. Consideration is given to moisture content of the wood being coated, its structural profile, geographic area of the application, and other factors which, taken together, determine the optimum use of NatureColor®.