



Frequently Asked Questions

1. How much preparation is required before applying NewLook?

Not much, but always remember that it is absolutely critical that the surface is prepared correctly, otherwise, NewLook will likely have adhesion problems. Typically, pressure washing is all that is required to open up the surface pores. The rule of thumb is that if there is anything on the concrete that would prevent NewLook from penetrating (sealers, paints, "cure and seal" agents, dirt, oil, grease, glue, gum, etc.) then that substance needs to be cleaned off or removed before applying NewLook.

Use a pressure washer with 3000 PSI and a capacity of 4 gallons per minute. Use a 15° or 25° fan tip (never use a 0° tip). Do not bear down on the concrete as it can change the surface texture. Keep in mind that there is a big difference between simply hosing off the concrete and really pressure washing it well. In areas where pressure washing is not possible, a floor-scrubbing machine with a cleaner is acceptable. Use a mild cleaner that contains no acid.

Hard-troweled or polished surfaces are generally too dense to allow NewLook to penetrate. Use NewLook Eco Acid to profile the surface. It is important to thoroughly rinse off any remaining residue or dust before applying NewLook.

2. What supplies do I need to mix and install NewLook?

All you need is a supply of water, a couple of 5 gallon buckets, a NewLook Applicator Brush, a power drill, and a small bristle brush.

3. After pressure washing, how long do I need to wait before applying NewLook?

Not long. You can apply NewLook when the surface is damp, but not when there is standing water. Many contractors pressure wash in the afternoon and apply NewLook the next morning.

4. Why do I have to re-broom the Solid Color Stain as it dries?

NewLook Solid Color Stain consist of a proprietary blend of colors and pigments that need to be suspended throughout the application process. It is necessary to re-broom NewLook to ensure that the color pigments are suspended consistently so that the correct color is achieved. Typically, NewLook Solid Color Stain only needs to be re-broomed a few times. You can stop re-brooming when there is no color variation as you re-broom over NewLook or when it is dry. For more information, please view the application videos in the Videos/Data section.

5. Can I spray on the NewLook Solid Color Stain?

No. Spraying is not recommended for NewLook Solid Color Stains. The special pigments in the NewLook Solid Color Stain may clog the spray nozzle. Applying it with the NewLook Applicator Brush is the best and preferred method. However, you can spray on the NewLook Translucent Color Enhancer. It does not require re-brooming like the NewLook Solid Color Stain.

6. How do I get NewLook stain off unwanted areas?

Simply wipe NewLook off the surface with a damp towel if it is still wet. If NewLook has dried it is necessary to remove it either chemically or mechanically. You can try paint strippers or light sanding. The best prevention is to mask off areas and be careful during application. Once NewLook has stained the concrete it is tough to remove.



7. How do I apply the Translucent Color Enhancer?

The NewLook Translucent Color Enhancer can be applied with a NewLook Applicator Brush, pump sprayer, airless sprayer, nap roller, rag, etc. You will get a different effect depending on the application medium. You are only limited by your imagination. Faux finishing with the NewLook Translucent Color Enhancer is a skill that is developed through practice.

Note: under normal circumstances, the NewLook Translucent Color Enhancer is not re-broomed like the NewLook Solid Color Stain. Once applied, the NewLook Translucent Color Enhancer should typically be allowed to "flow" and dry naturally.

8. Can I apply more than one coat of the Translucent Color Enhancer?

Yes. Multiple applications of the NewLook Translucent Color Enhancer will intensify the color (and create the appearance of depth), or the NewLook Color Additive can be used to intensify the hue.

9. Can NewLook be sealed?

Yes. NewLook Concrete Color Stains are compatible with all currently known sealers. It is recommended to use the NewLook Concrete Sealer.

10. Does NewLook have to be sealed?

No. In fact, under most circumstances, we recommend not sealing NewLook on exterior applications. Most people want their colored concrete to look as if it was poured that color (i.e. integral dye) and the NewLook stain will go to a matte finish in only a couple weeks after application. Use the NewLook Concrete Sealer if a sealer is necessary. Any other sealer will need to be completely removed before any future maintenance applications of NewLook.

11. I just applied NewLook and the customer changed their mind about the color. Can I re-apply?

Yes. As soon as the application of NewLook has dried a new color can be applied. You do not need to remove the previous application of NewLook. Depending on the time between applications, additional cleaning may be required.

12. How long do I need to wait before I walk or drive on NewLook after it dries?

Not long at all. You can walk on NewLook after only 4 to 8 hours. You can drive on NewLook after only 48 hours, and you can clean NewLook (e.g. pressure wash) after only 1 week. The surface should not get wet for at least 24 hours following application*.

**This is a general rule. In warmer temperatures, time could be less.*

13. How long will NewLook products last?

NewLook is a penetrating concrete stain that lasts as long as the concrete itself. In fact, NewLook's bond is so tenacious that when you pressure wash the concrete, you will actually ruin the surface before removing any color--it's that permanent!

The wear and tear (traffic, weather, use, etc.) of the concrete surface may eventually affect NewLook enough to necessitate a maintenance application. Fortunately, NewLook is completely opaque and does not need to be removed for maintenance applications. Interior applications of NewLook that have been sealed or waxed will last much longer. NewLook generally lasts as long as an acid stain, if not much longer.



14. What is the difference between Clear 32 and the NewLook Concrete Sealer?

NewLook Clear 32 is a clear finish that has multiple applications, but it is not considered a traditional "sealer". It can be used in combination with abrasive grit. It can also be used as a "primer" instead of the Solid Color Stain when antiquing raw, virgin concrete with the Translucent Color Enhancer. Many use Clear 32 in multiple layers on interior applications of NewLook Concrete Color Stains to provide a sacrificial layer.

15. At what temperature can I apply NewLook?

The concrete temperature is most important. The concrete surface should be between 50° (and rising) and 95°. If the concrete temperature is too cold NewLook will take a long time to dry. If it is too hot NewLook can "flash dry" and re-brooming NewLook will be impossible- allowing streaks or discoloration.

16. What is the warranty on NewLook products?

Please read the NewLook Technical Information Sheet for information regarding the limited product warranty.

17. Will NewLook hide old blemishes/spots/stains on my concrete?

Absolutely. NewLook Solid Color Stain was designed to do just that. Generally, only two applications are needed to hide most stains. Under some circumstances a third application could be required to completely cover any discoloration (only occasionally and when light colors are applied over very blotchy concrete). Be sure to clean the concrete thoroughly before applying NewLook.

18. Will NewLook hide repaired areas?

NewLook is designed to provide even and consistent color coverage between old and new concrete, patches, etc. If adjacent areas differ in texture, which is commonly the case, the stain could look slightly different due to wear and tear or other texture differences. In extreme situations staining the concrete to a single color could accentuate the texture differences.

19. How can I get the color of the Translucent Color Enhancer to be more intense?

You can either apply multiple layers of the NewLook Translucent Color Enhancer or add a NewLook Color Additive (same color) to the Enhancer in order to intensify the hue. For example, if the 295 Light Oak Enhancer is not intense enough, simply add a 295 Light Oak Color Additive. Up to 4 NewLook Color Additive can be added to a 16 oz NewLook Translucent Color Enhancer kit for a very intense color. NewLook Color Additives come in each of the same 80 standard colors as the NewLook Translucent Color Enhancer.

20. How many colors does NewLook offer?

NewLook offers 80 standard colors. You can get each color in the NewLook Solid Color Stain, the NewLook Translucent Color Enhancer, the Designer Series Enhancer and the NewLook Color Additive. NewLook also offers an unlimited range of color possibilities with the ability to custom color match any color desired!

21. How much coverage will I get from each NewLook kit?

The large size (32 oz.) NewLook Solid Color Stain kit covers an average of 350 sq ft twice, meaning two separate applications cover a total of 350 sq ft*. The small size (4 oz.) NewLook Solid Color Stain kit covers an average of 45 sq ft twice*. The large size (16 oz.) NewLook Translucent Color Enhancer kit covers approximately 350 sq ft. The small size (4 oz.) NewLook Translucent Color Enhancer kit covers approximately 45 sf. The NewLook Clear 32 kit (32 oz.) covers approximately 600 sq ft.

**Estimating a job should be based on its square footage. For example, if you were trying to stain 700 sf then you would use two large size NewLook Solid Color Stain kits (350 + 350 = 700). Coverage is based on the porosity of the surface, moisture content of the substrate, and method of application*