



**AFM**  
**safecoat**  
Project Product Guide



## Put Your Health First

Health conscious builders around the world have trusted Safecoat with their projects for 30 years.

Schools, hospitals, libraries, organic farms, furniture makers, car manufacturers, olympic training centers, and of course, home remodelers all rely on AFM's standard of outstanding quality. We make over 40 products, - each one developed with health first.

We're leading the way in chemical responsible building - *and so are you* - when you choose Safecoat products.





# Interior Walls & Ceilings

## PRIMERS

### New Sheetrock

#### Safecoat New Wallboard Primecoat

Safecoat New Wallboard Primecoat is a fast curing, flat finish primer providing a superior prime coat over interior surfaces such as new gypsum wallboard and textured sheetrock. It equalizes the absorption rate of topcoat paints over a variety of surfaces with different porosities, and helps to eliminate decorating problems over textured sheetrock and tape joints on wallboard. Solves finishing problems such as “telegraphing” or “joint banding” by equalizing porosity and texture, filling voids left by today’s building materials, so that top coats cover more evenly.

LEED QUALIFIED



### Repainting Over Old Paint/New Wood

#### Safecoat Transitional Primer

Safecoat Transitional Primer is a waterbased flat finish universal primer to solve difficult application problems. Because it has an extremely tight and efficient polymer network, when properly applied it is well suited for transitioning from existing oil based painted surfaces to waterbased coatings. Safecoat Transitional Primer is naturally low in odor, and unlike other primers contains no masking agents or fragrances to hide the smells of toxic chemicals.

LEED QUALIFIED



### Unfinished Metal

#### Safecoat MetalCoat Metal Primer

AFM MetalCoat Acrylic Metal Primer is a thermoplastic acrylic emulsion primer fortified with rust inhibiting pigments. Designed for use on non-ferrous metal, steel, aluminum, galvanized and masonry. Provides a tough, flexible film, producing outstanding corrosion resistance and excellent adhesion. May be used on interior or exterior, including marine atmospheres. Very low odor and low VOC, it is one of the least toxic metal primers available, formulated without the heavy metals and other hazardous ingredients commonly used.

LEED QUALIFIED



## PAINTS

### Safecoat Zero VOC Paints

Safecoat Zero VOC fast curing paints are designed for areas in which the health of the occupants is a concern: schools, hospitals, homes, offices - anywhere people want to reduce their exposure to toxic chemicals. Safecoat paints have almost no odor during application and are odor free once cured. They contain no formaldehyde, ammonia, crystalline silica, or ethylene glycol. Available in flat, pearl, eggshell and semi-gloss. Tintable to virtually any color with zero VOC colorants.

LEED QUALIFIED



### Safecoat Naturals Primer and Paint Interior Only

Safecoat Naturals products are organic, plant-based finishes that protect and beautify your environment safely, naturally and sustainably. Sourced from natural earth based plant and mineral components, Safecoat Naturals products are the first truly practical architectural coatings incorporating plant-based chemistry. Like the bark on a tree, they create a breathable layer inspired by Mother Nature herself - fully biodegradable, emitting no toxins and containing no harmful solvents, preservatives, dryers or other irritants that can contribute to poor indoor air quality or endanger your health. Available in flat and pearl sheens. Tintable to virtually any color with zero VOC colorants.

LEED QUALIFIED



# Interior Floors

## SUB FLOOR PLYWOOD/MDF

### Safecoat Safe Seal

Safecoat Safe Seal is a waterbased sealer for particle board, plywood, and processed wood. Used primarily to reduce toxic formaldehyde outgassing: Safecoat Safe Seal is virtually odorless on application and odorless once cured.

LEED QUALIFIED



## WOOD/BAMBOO/CORK

### Safecoat Polyureseal BP

Is the highest quality water-based clear finish available today. Its exceptional durability and abrasion resistance, coupled with high solids, very low odor, and very low VOC, make it the clear alternative to conventional solvent and water-based polyurethanes. Available in gloss and satin sheens.

LEED QUALIFIED



### Safecoat Naturals Oil Wax Finish

AFM Naturals Oil Wax Finish is an organic plant-based premium hardener and sealer for unfinished woods. It is an ideal choice for all ready to finish wood, bamboo and other interior wooden surfaces. It contains a sophisticated combination of natural resins and waxes that together create a durable, water repellent, water-mark resistant finish and sealer, enhancing and maintaining wood beauty and breathability. LEED QUALIFIED



## CONCRETE/STONE/TILE/GROUT

### Safecoat MexeSeal

Safecoat MexeSeal is a low odor, waterbased clear sealer. It is ideal for long term protection against food, oil and water stains on residential or commercial floors. Safecoat MexeSeal is non-hazardous and non-flammable - a total replacement for high solvent coatings. Available in gloss or satin. LEED QUALIFIED



### Safecoat DecKote Concrete Floor Paint

Safecoat DecKote Concrete Floor Paint is a unique waterborne semi-gloss coating for use on concrete, walkways and patios. Safecoat DecKote Concrete Floor Paint dries to a tough coating yet contains no offensive solvents, fumes or odors. It dries quickly and cleans up with water. Standard in white, colors available by special order. LEED QUALIFIED



### Safecoat Grout Sealer

Safecoat Grout Sealer is a clear, moisture resistant sealer for porous tile grout. It actually reacts with and becomes a part of the grout, increasing water resistance and minimizing the penetration of liquids, helping to prevent staining and giving a wear-able, washable surface. Dries clear without discoloration.



## VINYL/LINOLEUM

### Safecoat Hard Seal

Safecoat Hard Seal is a economical, clear gloss sealer especially formulated to provide mar resistance to both low and high porosity surfaces. It is particularly effective at sealing in any pollution or toxic chemical compounds outgassing from the surface to which it is applied. LEED QUALIFIED



## CARPETING

### SafeChoice Carpet Shampoo

SafeChoice Carpet Shampoo is an odorless, dye free rug and carpet shampoo. It is both a strong cleaner and odor remover yet safe even for the chemically sensitive. It contains no harmful chemical caustics or acids. It is not toxic, non-corrosive, non-flammable and biodegradable.



### SafeChoice Carpet Seal

SafeChoice Carpet Seal is a unique sealer designed to prevent the outgassing of harmful chemicals used in carpet production. Carpet Seal is odor-free and, when properly applied, significantly blocks outgassing for up to five cleanings or one year.



### SafeChoice Lock Out

SafeChoice Lock Out is designed as a part of the 3-step SafeChoice Carpet Care System, to perform two functions: first, to seal in the outgassing of harmful chemicals found in carpet fibers, and second to help repel dirt and stains.





# Cabinets & Furniture

## UNFINISHED SOLID WOOD

### Safecoat Durostain

This semi-transparent stain is ideal for interior and exterior wood surfaces. It promotes penetration of porous surfaces and has high adhesion for superior protection as a decorative colorant. It has excellent pigmentation stability and is a durable stain. It contains no aniline dyes, no gilsonite or asphalt, no aromatic solvents and no formaldehyde. Use on: all unsealed wooden surfaces.

LEED QUALIFIED



CEDAR WALNUT BIRCH MAPLE REDWOOD MAHOGANY OAK



### Safecoat Acrylacq Clear Finish

Safecoat Acrylacq is a clear, water based replacement for high solvent content lacquer. It is hard and durable with superior resistance to stains, marring and fingerprint marks. Available in gloss and satin sheens.

LEED QUALIFIED

### Safecoat EcoLacq Pigmented Finish

Safecoat EcoLacq is a pigmented, water based replacement for high solvent content lacquer. It is hard and durable with superior resistance to stains, marring and fingerprint marks. Excellent for cabinets, furniture and woodwork and can be tinted to hundreds of colors. Available in gloss only.

LEED QUALIFIED

### Safecoat Hard Seal Clear Finish

Safecoat Hard Seal is an economical, clear gloss sealer especially formulated to provide mar resistance to both low and high porosity surfaces. Because it forms a continuous membrane when applied properly it is particularly effective at sealing in any pollution or toxic chemical compounds outgassing from the surface to which it is applied.

LEED QUALIFIED



## Safecoat Naturals Oil Wax Finish

AFM Naturals Oil Wax Finish is an organic plant-based premium hardener and sealer for unfinished woods. It is an ideal choice for all ready to finish wood, bamboo and other interior wooden surfaces. It contains a sophisticated combination of natural resins and waxes that together create a durable, water repellent, water-mark resistant finish and sealer, enhancing and maintaining wood beauty and breathability.

LEED QUALIFIED



## FACTORY FINISHED/WOOD PLYWOOD/MDF

### Safecoat Acrylacq Clear Finish

Safecoat Acrylacq is a clear, water based replacement for high solvent content lacquer. It is hard and durable with superior resistance to stains, marring and fingerprint marks. Available in gloss and satin sheens.

LEED QUALIFIED



### Safecoat EcoLacq Pigmented Finish

Safecoat EcoLacq is a pigmented, water based replacement for high solvent content lacquer. It is hard and durable with superior resistance to stains, marring and fingerprint marks. Excellent for cabinets, furniture and woodwork and can be tinted to virtually any color. Color matching is also available.

Available in gloss only.

LEED QUALIFIED



# Exteriors

## PAINTED SURFACES

### Safecoat Transitional Primer

Safecoat Transitional Primer is a waterbased flat finish universal primer to solve difficult application problems. Because it has an extremely tight and efficient polymer network, when properly applied it is well suited for transitioning from existing oil based painted surfaces to waterbased coatings. Safecoat Transitional Primer is naturally low in odor, and unlike other paints contains no masking agents or fragrances to hide the smells of toxic chemicals.

LEED QUALIFIED

### Safecoat All Purpose Exterior Satin

Safecoat All Purpose Exterior Satin is designed for a variety of exterior surfaces where a durable, weather resistant finish and superior film formation properties are needed. It is blister and fade resistant, has excellent hide, extremely low voc for sustainability and pollution reduction, and cleans up easily with soap and water. Safecoat is fully tintable using zero VOC tints.

LEED QUALIFIED

## UNFINISHED METAL

### Safecoat MetalCoat Metal Primer

AFM MetalCoat Acrylic Metal Primer is a thermoplastic acrylic emulsion primer fortified with rust inhibiting pigments. Designed for use on non-ferrous metal, steel, aluminum, galvanized and masonry. May be used on interior or exterior, including marine atmospheres. Very low odor and low VOC, it is one of the least toxic metal primers available, formulated without the heavy metals and other hazardous ingredients commonly used.

LEED QUALIFIED

## BRICK/BLOCK/STUCCO

### Clear Finish

### Safecoat WaterShield

Safecoat WaterShield is a clear, controlled penetration water repelling sealer/barrier against water and resists oils, grease and similar liquids. It helps to harden, dust proof and control efflorescence in masonry surfaces. May be used on painted surfaces and may be painted over when dry.



### Safecoat Penetrating WaterStop

Safecoat Penetrating WaterStop improves water resistance and repellancy in a wide variety of surfaces, including brick walls, concrete foundations, stucco, stone and most unglazed tile. Because Safecoat Penetrating WaterStop is low odor and not toxic, it is ideal for use indoors instead of a typical high solvent content sealer; yet, it is durable enough for use outdoors. It is particularly useful as a periodic maintenance coat for surfaces originally treated with Safecoat WaterShield.



## WOODEN DECKS/STRUCTURES

### Safecoat Durostain

This semi-transparent stain is ideal for interior and exterior wood surfaces. It promotes penetration of porous surfaces and has high adhesion for superior protection as a decorative colorant. It has excellent pigmentation stability and is a durable stain. It contains no aniline dyestuffs, no gilsonite or asphalt, no aromatic solvents and no formaldehyde. Use on: all unsealed wooden surfaces. LEED QUALIFIED



### Naturals Clear Penetrating Oil

AFM Naturals Clear Penetrating Oil is an organic plant-based premium penetrating oil for new and old unfinished woods. Excellent on all unsealed wood surfaces, it rejuvenates, weather-proofs and enhances the innate beauty of wood surfaces. Reduces peeling, blistering, cracking and improves dimensional stability. LEED QUALIFIED



### Naturals Thinner

AFM Naturals Thinner is specially formulated to be used as a diluent and reducer for all AFM Naturals<sup>a</sup> plant-based oil products, as necessary for the particular application. It is designed to reduce the solids content of the primary coating to promote penetration and leveling. It is also a very suitable clean-up medium for oil-coated tools.





# Roofing, Foundations and Driveways

## FLAT ROOF

### Safecoat DynoSeal

Safecoat DynoSeal is a sophisticated, low odor, all weather, waterproof, vapor proof coating and sealer that remains flexible for years. It is highly resistant to flame spread and temperature change, and when cured is also highly resistant to gasoline, oil, grease, fungi, acids and alkalines. It has very low odor upon application and is odor free once cured.

### Safecoat DynoFlex

Safecoat DynoFlex is a unique, water based, low odor elastomeric sealer that comes in a paste-like compound for sealing seams, joints and cracks in new and old heating and air conditioning ducts, and for repairing metal roofs and asphalt shingles. Also comes in a sprayable form that can be used over Safecoat DynoSeal as a topcoat for roofs and decks.

### Safecoat RoofGuard

Safecoat RoofGuard is a unique, water based, low odor roof coating suitable for properly primed roofs. It is water resistant and resists weather elements. RoofGuard has excellent bridging qualities and can be used to patch, seal and bridge hairline cracks. Excellent elongation and waterproofing qualities when applied at proper film thickness.

## FOUNDATIONS

### Safecoat DynoSeal

Safecoat DynoSeal is a sophisticated, low odor, all weather, waterproof, vapor proof coating and sealer that remains flexible for years. It is highly resistant to flame spread and temperature change, and when cured is also highly resistant to gasoline, oil, grease, fungi, acids and alkalines. It has very low odor upon application and is odor free once cured.



## ASPHALT DRIVEWAYS

### Safecoat DynoSeal Asphalt Driveway Sealer

Safecoat Asphalt Driveway Sealer is a low odor elastomeric sealer and topcoating for asphalt surfaces. It helps to reduce the off-gassing and offensive smells generated by new asphalt, while preserving and renewing existing asphalt surfaces.



### Roof Restoration and Coating Benefits

- Lower energy cost
- Increased service life
- Quick and easy application
- Aesthetics
- Minimize disruption
- No tear-off or landfill fees
- Cost-effective over second roofing layer
- Restoration usually can be repeated
- Less work, smaller crews, lower labor costs
- Environmental friendliness
- Additional warranty protection



# Adhesive and Caulk

## Almighty Adhesive

Safecoat Almighty Adhesive is a solvent-free, environmentally safe, non-toxic, high-performance construction adhesive for use in a wide variety of applications. It does not off-gas and has almost no odor, so is safe for use in enclosed or poorly ventilated spaces. It exceeds all VOC and environmental regulations. Almighty Adhesive provides 500 PSI shear strength, more than enough grip for most applications.



## 3 in 1 Adhesive

Safecoat 3 in 1 Adhesive is a low odor, not toxic, water-based adhesive designed for hard composition wall and floor tiles and carpeting.



## Multi-Purpose Caulk

Safecoat Caulking Compound is a not-toxic, elastic emulsion type caulking compound designed to replace oil caulk and putty for windows, cracks and general maintenance work. It will not dry out or crack and does not release any solvents or obnoxious odors. Safecoat Caulking Compound provides a water resistant, flexible, easy to install, non sag sealant with excellent initial and permanent adhesion. Resin rich formula affords maximum bond strength.



## GREEN STANDARDS

LEED 2.2 Low Emitting Materials (Section 4.1) 1 Point.

NAHB Model Green Home Building Guidelines: 5 Global Impact Points.

Meets requirements of California CARB and SCAQMD. Conforms to USDA Requirements for Non-food Contact.

## Tips to Sealing in Toxins

Here are some basic guidelines for dealing with offgassing problems.

First, determine which surface or surfaces are the offending ones. This can be challenging if you are doing a large remodeling job with many different surfaces all under one roof. In a situation like this, try and use one room as a “trial” room. Remember that the biggest surfaces - walls, ceilings and floors - are the primary suspects. Treating these first and then analyzing the air quality differences will help you determine where the problems have been eliminated or still exist.

In almost every case, you will be applying multiple coats of the approved and appropriate sealer. Some pollution problems are solved with two coats. Others will take more coats. The trial room concept mentioned above will go a long way to aiding you in establishing the most beneficial approach.

# Maintenance

## SAFECHOICE CLEANERS/SEALERS

### SafeChoice Super Clean

SafeChoice Super Clean is a highly concentrated, all-purpose cleaner/degreaser. It is not toxic, odor free, dye free and biodegradable. It contains no phosphates, alkalines, acids, ammonia, butyl ethers, chlorine bleach, nor any chemical scents used to mask the odors caused by such harsh compounds. It will not irritate sensitive skin, nor does it give off noxious fumes. Yet it is strong enough for industrial strength cleaning.

### SafeChoice X-158

SafeChoice X-158 is not a cleaning agent, but a clear defensive sealer designed to encapsulate surfaces which would typically be subject to mold and mildew attack. Because it is not toxic and low odor (odor free when dry), it is ideal for use in unventilated, confined areas such as shower stalls, bathrooms and saunas. SafeChoice X-158 coating applies quickly and simply. One application lasts between 30 and 180 days, depending on the severity of the conditions.



# Personal Care

### SafeChoice Head & Body Shampoo

SafeChoice Head & Body Shampoo is a unique, odorless, fragrance and dye-free head and body shampoo. It is non-irritating and leaves no residue. Excellent for children and as a bubble bath. Available in 16 oz. and gallon sizes.



## Get it Squeaky Clean

From countertops to floors, upholstery, and walls, your home is comprised of many different surfaces, with many different properties. With these different surfaces come different cleaning techniques. Learn how to keep these surfaces clean with our tips and tricks. Cleaning the surfaces in your home is not a one-cleaner-fits-all situation. Even surfaces with similar properties, such as granite countertops and tile flooring, require different cleaning techniques. Cleaning surfaces the right way will help these surfaces to last longer and stay looking as good as new. Here is a helpful link to advice on different cleaning jobs from Better Homes and Gardens.

<http://www.bhg.com/homekeeping/house-cleaning/surface/>

## THE AFM SAFER HOME | BUILDING A HEALTHIER WORLD

### NEW WOOD CABINETS AND FURNITURE

#### Clear Finishes

Safecoat DuroStain  
Safecoat HardSeal  
Safecoat Acrylacq  
Safecoat PolyureSeal BP  
Safecoat Natural Oil Wax Finish

#### Paint Finishes

Safecoat Transitional Primer  
Safecoat Zero VOC Paint  
Safecoat Naturals Primer  
Safecoat Naturals Flat  
Safecoat Natural Pearl

### NEW WALLBOARD OR SHEETROCK WALLS

Safecoat Primecoat HPV  
Safecoat Interior Paints  
Safecoat AcriGlaze

### MOLDING & TRIM

Safecoat Transitional Primer  
Safecoat Zero VOC Paint

### ROOFING

Safecoat DynoSeal  
Safecoat DynoFlex  
Safecoat RoofGuard

### CARPETING

SafeChoice Carpet Shampoo  
SafeChoice Carpet Seal  
SafeChoice Lock Out

### HARDWOOD FLOORS

Safecoat DuroStain  
Safecoat PolyureSeal BP  
Safecoat Natural Oil Wax Finish

### CERAMIC OR NATURAL LINOLEUM FLOOR TILES

Safecoat 3in1 Adhesive  
Safecoat MexeSeal  
Safecoat Grout Sealer  
Safecoat PolyureSeal BP

### EXTERIOR MASONRY

#### Clear Finishes

Safecoat Penetrating Water Stop  
Safecoat Water Shield

#### Paint Finishes

Safecoat Deckote  
Safecoat Transitional Primer  
Safecoat All Purpose Exterior Satin

### EXTERIOR WOOD

#### Clear Finishes

Safecoat DuroStain  
Safecoat Water Shield  
Safecoat Natural Clear Penetrating Oil

#### Paint Finishes

Safecoat Transitional Primer  
All Purpose Exterior Satin

### STRUCTURAL PLYWOOD/OSB PARTICLE BOARD

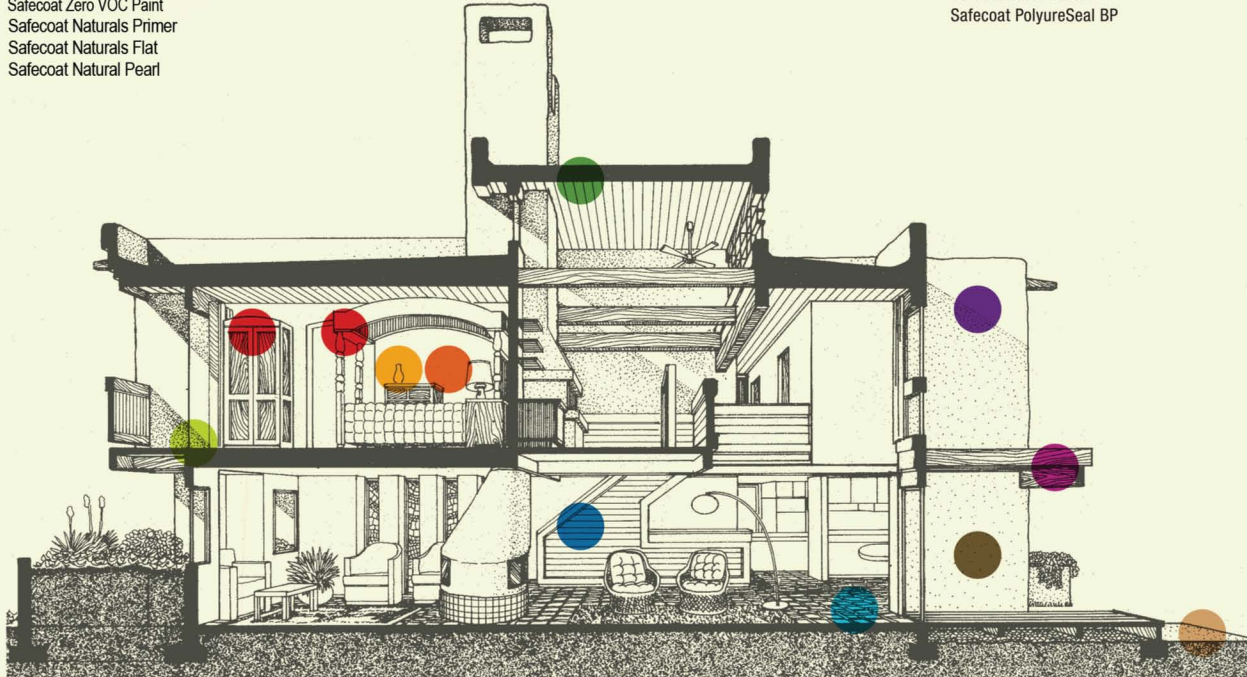
Safecoat Safe Seal

### CONCRETE WALKWAYS

Safecoat Penetrating Water Stop  
Safecoat Deckote

#### Asphalt Driveways

Safecoat Asphalt Driveway Sealer



This chart gives you a quick reference to areas in your home or office where AFM products can be specified to help fight indoor air pollution and reduce exposure to toxic chemicals. Indoor air pollution starts through a process of surface offgassing from building and maintenance materials. It can be especially problematic in new construction. Consult with your AFM dealer on exact product recommendations for particular surfaces and situations.

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





Building A Healthier World

Dealer roster and technical/MSDS information:  
[www.afmsafecoat.com](http://www.afmsafecoat.com)

Safecoat, SafeChoice and AFM Naturals products are made in the U.S.A by American Formulating and Manufacturing - San Diego, CA

