

AFM Naturals™ Plant Oil Products

Naturals Clear Penetrating Oil

Sustainably produced organic plant-based premium penetrating oil for unfinished woods. Helps rejuvenate, weatherproof and enhance the innate beauty of wooden fencing, timberwork, furniture, floors, decking, paneling and trim.

Naturals Oil Wax Finish

A special formulation of organically produced plant based oils and natural waxes that harden, beautify and protect wooden surfaces.

Naturals Diluent Reducer

AFM Naturals Diluent/Reducer is specially formulated to be used as a diluent and reducer for all AFM Naturals® 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.

Safecoat Specialty Products

Safecoat 3 in 1 Adhesive

Safecoat 3 in 1 Adhesive is designed for hard composition – ceramic, vinyl, parquet, formica and slate – floor and counter tiles. 3 in 1 Adhesive gives equivalent performance to hazardous chlorinated solvent adhesives without the toxicity. Also excellent as a carpet adhesive.

Safecoat DynoSeal

Safecoat DynoSeal creates a unique water-proof, vapor-proof, moisture proof membrane. A low odor elastomeric emulsion which remains flexible over time, use it to seal out moisture in underlayment for shower stalls, tubs, pools and saunas in basements, on roofs, on retaining walls, around air ducts-anywhere moisture collects. Safecoat DynoSeal adheres well to concrete block, metal and wood, providing a vapor-barrier against moisture. It also is an excellent sound deadener. If used on a sun-drenched or exposed surface, such as when sealing a roof, use Safecoat DynoFlex RoofGuard as a top coat to provide protection from ultraviolet rays.

Safecoat DynoSeal Driveway and Asphalt Sealer

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

Safecoat DynoFlex Textured Natural

Safecoat DynoFlex is an incredibly flexible sealer that expands and contracts in varying weather and temperatures. DynoFlex seals seams and joints in old and new air conditioning ducts, damaged asphalt shingles, mobile home metal roof cracks and decking. Available in natural beige.

Safecoat DynoFlex RoofGuard

An elastomeric roof coating particularly recommended as a top coat for Safecoat DynoSeal. It is water-resistant, flexible - up to 300% - bridges small cracks very well, and is very durable. DynoFlex RoofGuard can be used on composition roofs, rock roofs, cured hot melt asphalt, new polyurethane foam, properly primed wood, metal, masonry, tilt-up concrete and mobile homes. It reflects ultraviolet light and can result in lowering the inside temperature from 10-20 degrees F.

Safecoat Deckote

Safecoat Deckote is a unique waterborne coating for use on hard, dimensionally stable decks including concrete, magnesite, walkways, breezeways and patios. Safecoat Deckote dries to a hard, tough coating yet contains no offensive solvents, fumes or odors. It dries quickly,

cleans up with water and provides a tough monolithic film for lasting protection on properly prepared surfaces. Standard color is white, available tinted to any color on special order. Note: a special aggregate can be added to Safecoat DecKote to provide texture and additional surface traction.

Safecoat Caulking Compound

Safecoat Caulking Compound is a multi-purpose caulking compound that provides a water resistant, flexible, easy to install, non-sag sealant with excellent initial and permanent adhesion. Resin rich formula affords maximum bond strength. Use for windows, sealing cracks, filling holes, door perimeters, walls and woodwork, siding openings and masonry cracks. Available in 10.5 oz. tubes.

SafeChoice Cleaners

SafeChoice Super Clean

SafeChoice Super Clean is the best, as well as the safest, all-purpose cleaner and degreaser available. Super Clean can take on a broad range of cleaning tasks, from kitchen countertops to industrial floors. Use Super Clean everywhere you clean - appliances and counters, bathroom floors and sink tops and smudged painted or papered walls. Super Clean can also handle tough outside jobs - like grease-caked patio grills. Super Clean is particularly useful in absorbing offensive odors such as those created by tobacco, diaper pails, and animals. Highly concentrated. Dilute for use from a bucket or a spray bottle. Like all AFM cleaners Super Clean is not toxic, and is biodegradable, dye and fragrance-free. Rely on Super Clean as your everyday workhorse.

SafeChoice Safety Clean

SafeChoice Safety Clean is a highly effective bath and bowl cleaner. It is in general suitable for any high moisture area such as your bathrooms, kitchens, saunas, showers, even outside pool tiles and decking. Unlike most commercial cleaners, Safety Clean contains no toxic or hazardous ingredients or cleaning agents like butyl ethers, chlorine bleach, pine oils or masking agents - so you don't have to put up with a harsh disinfectant smell. Used regularly, Safety Clean is excellent at controlling common bathroom odors.

SafeChoice X-158

SafeChoice X-158 is not a cleaning agent, but a clear, odorless defensive sealer designed to encapsulate surfaces which would typically be subject to mold and mildew attack. SafeChoice X-158 is ideal for unventilated, confined areas and corners such as those found in shower stalls and shower curtains, bathroom grout and saunas. X-158 is durable enough for outside surfaces including exterior walls, epoxy coatings, roofs, air filtration systems, concrete and spa decks. Each application lasts from 30 days to 6 months, depending on the severity of the conditions. Very easy to use, Safecoat X-158 can be sprayed, brushed or even applied with a clean, lint-free cloth.

SafeChoice Carpet Care

SafeChoice Carpet Shampoo

The AFM Carpet Care program starts with SafeChoice Carpet Shampoo. We recommend shampooing any new carpet you bring into your home or office. Use a hot water extraction system for best results. The first cleaning helps to remove chemicals such as pesticides and others which can be found in new carpet. SafeChoice Carpet Shampoo is formulated without the use of butyl ethers and other irritating chemicals which can be especially dangerous to young children, pets and the chemically sensitive. A strong cleaner and odor remover, SafeChoice is odorless, dye-free and when properly used leaves no residue so there is no crunchy carpet after drying.

SafeChoice Carpet Seal

SafeChoice Carpet Seal is a unique sealer designed to help prevent the outgassing of chemicals found in carpet backing and adhesives. Formulated to be applied right after shampooing your carpet, SafeChoice Carpet Seal cures into a clear membrane which helps keep the pc4, styrene butadiene compounds as well as the other toxic chemicals in ordinary carpet adhesives from outgassing into the air you breath. Carpet Seal is odor-free.

SafeChoice Lock-Out

The third step to healthy carpet is an application of SafeChoice Lock-Out. In addition to helping repel dirt and stains, Lock-Out also seals and reduces the outgassing of harmful chemicals used in the manufacture of carpet fibers.

SafeChoice Personal Care

SafeChoice Head and Body Shampoo

SafeChoice Head and Body Shampoo is the choice for people who cannot or do not want to handle the unnecessary chemicals and fragrances found in common shampoos. Completely odorless, fragrance and dye-free, SafeChoice enhances hair body and manageability. Very clean rinsing, it can be used over and over without building up a chemical residue in your hair. SafeChoice Head & Body Shampoo also makes a safe alternative bubble bath for children and can be used as a hand soap as well.



Product Reference Guide

Safecoat® Paints, Stains,
Clear Coatings, Sealers,
Specialty Products
SafeChoice® Cleaners,
Carpet Care Products
and Personal Care Products

AFM Naturals™

Your AFM Distributor is:

For technical information, visit www.safecoatpaint.com

If there are no dealers in your area, AFM has several outstanding mail order distributors who can promptly fill your order. Any of our dealers can provide you with pricing information. Thank you for bringing our safer products into your home. We appreciate your support.

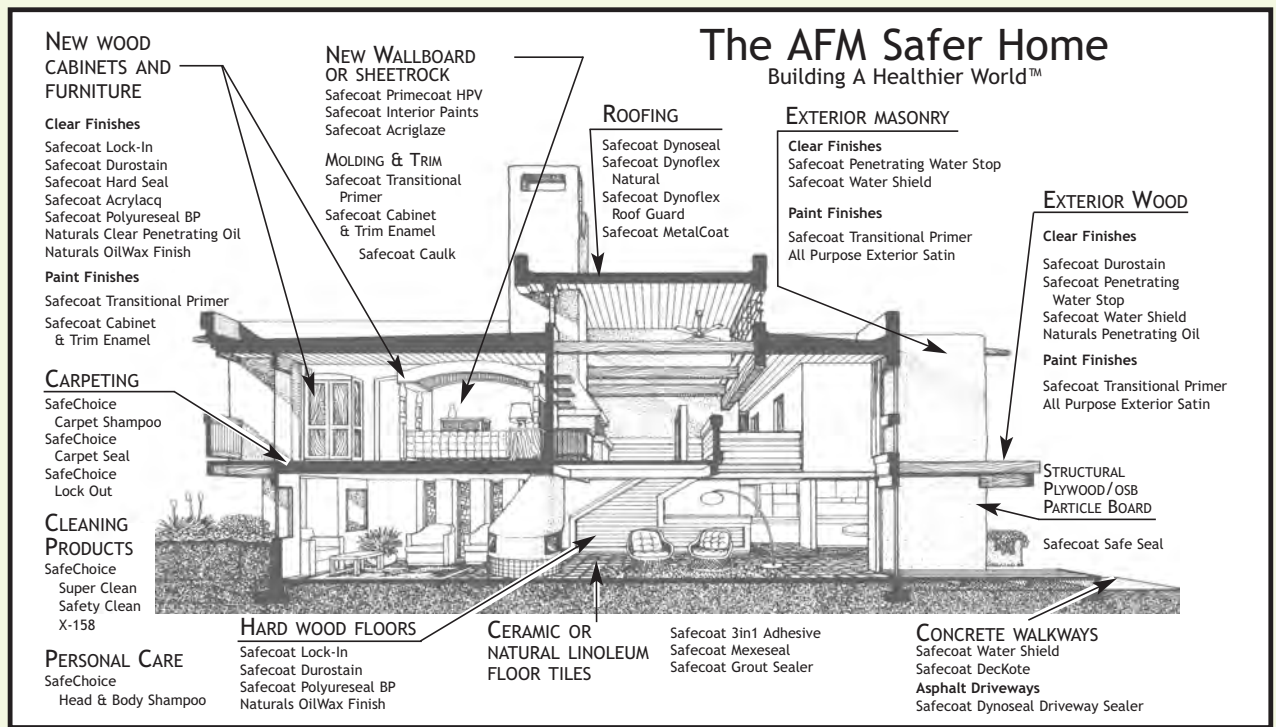


AFM Safecoat products are SCS Indoor Advantage Gold certified. See us on the world wide web at www.safecoatpaint.com



Building A Healthier World

American Formulating and Manufacturing is dedicated to providing building and maintenance products that create the safest, most toxic-free environments. Focusing on human health and the elimination of toxicity, in addition to performance, we have virtually eliminated the use of hazardous or toxic materials, reduced offgassing to the lowest possible levels, and have developed products which are often the solution to indoor air quality problems. AFM products have an over 20-year history of safe use even by the chemically sensitive/environmentally ill.



Indoor air pollution starts through a process of surface offgassing from building and maintenance materials. It can be especially problematic in new construction. 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. Consult with your AFM dealer on exact product recommendations for particular surfaces and situations and a complete Safecoat/SafeChoice product list.

Safecoat Paints & Primers

Safecoat Transitional Primer

Safecoat Transitional Primer is a problem solving primer for previously painted or non-drywall surfaces. Sophisticated particle technology helps to transition from existing oil based surfaces to water-based coatings when properly applied.

Safecoat New Wallboard Primecoat HPV

The drywall commercially available today is full of recycled paper, which creates serious finishing problems. It has a high level of water soluble acids which interfere with adhesion and the appearance of top coats; moreover, the wallboard is extremely and inconsistently porous. Conventional primers can't solve these problems. That's why we created Safecoat New Wallboard Primecoat HPV - the only primer to use for true one-coat-coverage on new dry-wall, green board and high recycled content materials. Primecoat HPV helps eliminate decorating problems associated with new gypsum, textured sheet rock and tape joints on wallboard. It equalizes the absorption rate of top-coat paints over a variety of surfaces with differing porosities, providing uniform porosity and a smooth, even finish for finish coats.

AFM MetalCoat Metal Primer

MetalCoat 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 (not recommended for copper). Provides a tough, flexible film, producing outstanding corrosion resistance and excellent adhesion. May be used 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.

AFM Safecoat Paints

Safecoat's top-of-the-line paints offer durable, long-lasting finishes that look good for years. We use some of the highest quality, most highly refined ingredients available, which eliminate the residual toxic chemicals found in typical paints. We avoid extenders, drying agents, formaldehyde, mildewcides and fungicides. The result is a higher quality resin content - and therefore higher quality paint film than most commercial paints - with none of the unnecessary chemical additives. In addition, Safecoat cures to help seal in outgassing from hazardous chemicals contained in previously used coatings or building materials. Safecoat paints available in a variety of finishes and can be tinted to virtually any color.

Flat - Soft sheen for areas not generally exposed to high traffic. Both low and zero voc formulas available.

Eggshell - Eggshell sheen adds more durability. Both low and zero voc formulas available.

Semi-Gloss - Excellent for frequently cleaned walls. Both low and zero voc formulas available.

Cabinet Trim & Door Enamel - A unique, highly durable coating for high abuse areas such as trim, baseboards, chair rails and doors. Available in eggshell and semi-gloss finishes.

All Purpose Exterior Satin - A unique, weather resistant coating for multiple surfaces. Very low voc, very low odor.

Safecoat Stain & Clear Coatings

Safecoat DuroStain

Safecoat DuroStain enhances fine wood with seven beautiful tones made with special earth-based pigments for superior vibrancy and clarity of color. Unlike most stains commonly available (even so-called "water-based" stains!), Safecoat DuroStain contains no coal tar, aniline dyestuffs, gilsonite, waxes, or aromatic solvents. It is a fast drying, semi-transparent flat finish wood stain for both interior and exterior surfaces. (Note: DuroStain is a stain, and not a protective coating; where abrasion resistance is required. Stained surfaces should be coated with a hard clear finish such as Safecoat Acrylacq or Polyureseal BP. indoors only) Safecoat DuroStain is available in Clear, Redwood, Cedar, Maple, Oak, Birch, Mahogany and Walnut.

Safecoat Acrylacq - Gloss, Satin

Safecoat Acrylacq is a clear, water-based replacement for high solvent content lacquer - a perfect choice for high quality furniture. It is hard and durable with excellent resistance to stains and mar-ring. Safecoat Acrylacq cures without emitting toxic fumes like those from conventional lacquers. Excellent for wood, vinyl and other plastic surfaces.

Safecoat AcriGlaze

Safecoat AcriGlaze is a clear mixing medium and finish suitable for use even in the display, art and show fields. Ideal for restoring old finishes to their original brilliance, sealing and preserving painted work, faux finishing, as an adhesive for papier mache and over pigmented plaster. Gloss and matte finishes available. Odorless and dries clear.

Safecoat Polyureseal BP - Gloss, Satin

Safecoat Polyureseal BP's exceptional durability and abrasion resistance, coupled with high solids, very low odor and very low voc, make it the state of the art alternative to conventional solvent and water-based polyurethanes.

Safecoat Sealers

Safecoat WaterShield

Safecoat WaterShield is a versatile water repelling sealer which provides an invisible barrier against water and resists oils, grease and similar liquids. It is fast drying, has excellent adhesion, is easy to apply, and can be used interior or exterior. In addition to sealing and providing a protective barrier against water migration, it helps to harden, dust proof and control efflorescence in masonry surfaces, and serves as a wooden deck sealer in

combination with DuroStain Clear. It is not toxic, non-flammable, lead and formaldehyde free and does not contain surface contaminating silicones.

Safecoat MexeSeal

Safecoat MexeSeal is one of the most durable Safecoat sealers. For porous, unpolished mexican clay tile, stone, granite, slate, concrete and stone pavers, and masonry surfaces where oil and water repellancy are desired. Non hazardous and non-flammable, MexeSeal is a replacement for high solvent content floor sealing systems. Multiple coats will build an attractive gloss finish. Used in retail stores on their pavers, Mexeseal is great for the homeowner who wants a tough but environmentally safe clear sealer.

Safecoat Hard Seal

Because Safecoat Hard Seal forms a continuous membrane, when applied properly it is particularly effective at sealing in pollution or outgassing of toxic chemical compounds from surfaces. An excellent multi-use, water-based, general purpose clear sealer for vinyl, porous tile, plastics and unfinished (e.g. plywood) cabinetry (always test for adhesion prior to use). Multiple coats will build an attractive gloss finish. Do not apply Hard Seal to surfaces subject to standing water or heavy moisture. Not for use on particle board (please use Safe Seal).

Safecoat Penetrating WaterStop

Safecoat Penetrating Water Stop improves water repellancy in new or unsealed surfaces such as brick walls, concrete foundations and stucco. It can be used on new or previously uncoated porous substrates, and is excellent as a maintenance sealer.

Safecoat Safe Seal

Safecoat Safe Seal is a clear sealer designed to aid in blocking toxic outgassing from processed wood such as particle board, plywood and other porous materials. Safe Seal adds water repellancy to concrete and other porous surfaces, but it is not meant to provide a surface sheen. When used as a base coat, Safecoat Safe Seal improves the adhesion of covering adhesives and finish coats. For porous surfaces only.

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, minimizing the penetration of liquid, and helping to prevent staining.

AFM - Building A Healthier World™