



ROMABIO®

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3555 Atlanta Industrial Pkwy
Atlanta, GA 30331
678-905-3700
www.romabio.com

About Romabio

Designed and crafted in Italy, Romabio offers industry leading mineral paints, limewash, plasters, and other unique finishes that you can trust for enduring beauty.

Our products have the highest standards of clean, mineral technology using natural ingredients creating paints that are “bio-logical” and manufactured with the finest ingredients to be safe for people, pets, and the environment.

Developed with years of careful research and collaboration with biologists, chemists, and Italian paint professionals, Romabio mineral paints have used 2,000-year-old techniques and modern technology since 2009.

Pronounced (row*muh – bia*ow), we create beautiful and easy-to-use mineral paints that any PRO can add to their portfolio.

Designed to be environmentally friendly and durable, Romabio is proud to offer a different kind of paint.

Tools For Success:

Thank you for choosing Romabio Paints.

The QR Code leads to our PRO Tool Kit where you'll find additional product info, video tutorials, marketing guidelines, our social media how-to, photos, and more.



@artistic_finishes
Custom Color

ROMABIO[®] Masonry Paints

Romabio mineral based Masonry Paints are made almost exclusively from natural materials.

Both Masonry Flat and Masonry Textured are high performing, and extremely durable.

These paints require a two-coat process, and when applied as directed, come with a 20-year warranty.

"I love historic homes and the chalky look of masonry paint, so I did some research and ended up falling in love with a Romabio Masonry Flat paint.

Tyler (Killowen Construction) had never worked with a paint like it before on an exterior, but we both loved the way it both lets the brick breathe and hides imperfections. "

- Shea McGee, of Studio McGee

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Masonry Paint Benefits

Create beautiful, flat finishes that are both modern and timeless.

Romabio Masonry Paint benefits include:

- Luminous colors with excellent light refraction for a very flat finish.
- Highly durable and will not chip, flake, or peel off.
- Class I permeable rating.
- Excellent UV Resistance.
- Comes in white & transparent base.

Romabio Masonry Paints are mineral based, providing a technological leap in adhesion, durability, performance and clean technology.

They are certified C2C, hypoallergenic, asthma-free, Zero VOC, and contain no measurable TVOC's, monomers, co-solvents, PEG's, or biocides. All health and environmental claims are backed by third party scientific testing or certification.



@ServiceFirstPainting

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Masonry Paint Application

Romabio Masonry Paints can be applied to unsealed and non-painted brick in four easy steps.

Easily apply **Masonry Flat** or **Masonry Textured*** with our Large Masonry Brush, 1/2", 3/4", or 1" nap rollers, or a professional grade sprayer* with a wide tip.

Step 1: Ensure the brick, stone or masonry is unsealed.

Step 2: Thoroughly wet brick.

Step 3: Apply first coat of **Masonry Flat** or **Masonry Textured**.

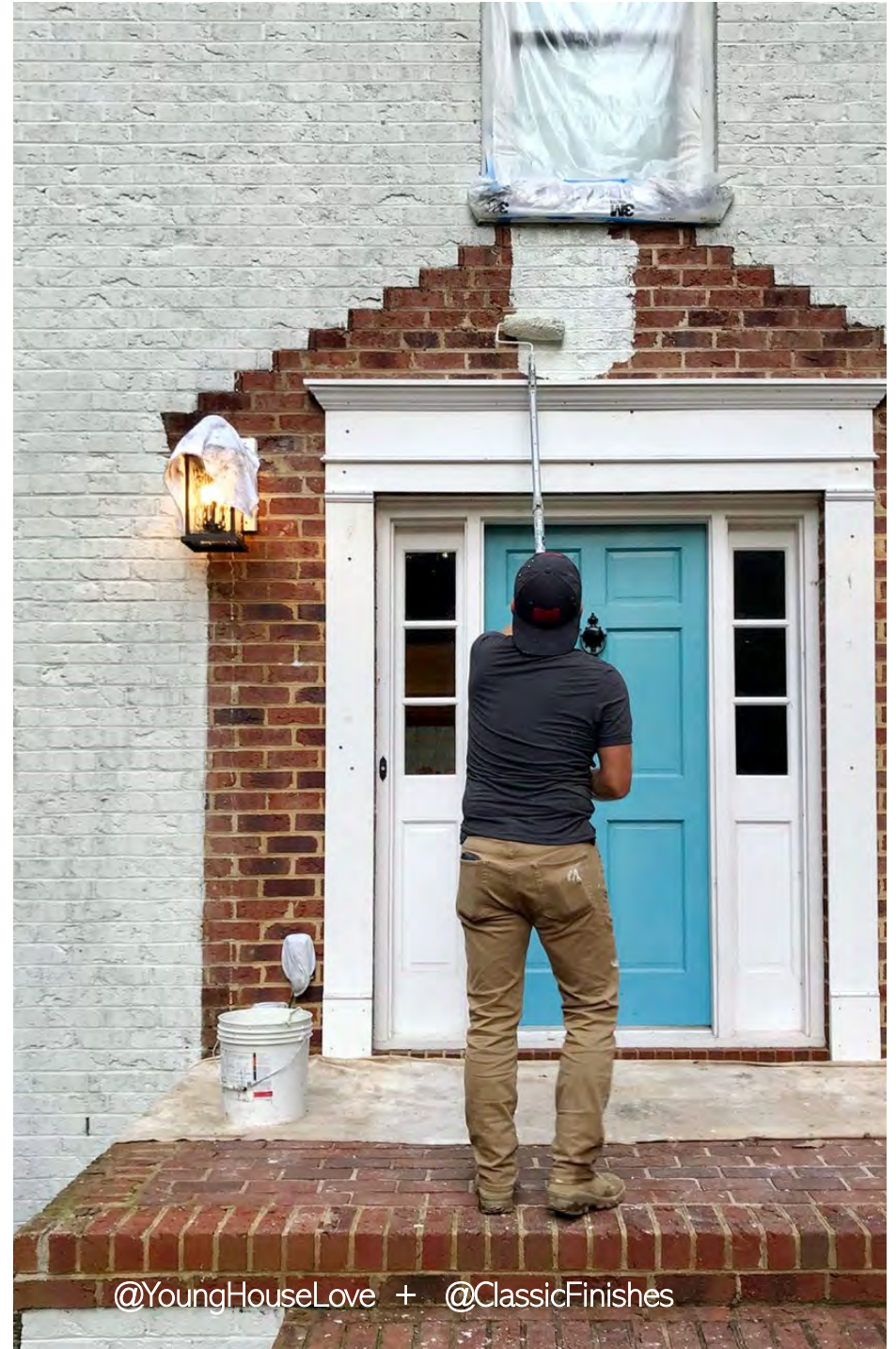
Step 4: Apply second coat.

For maximum durability on chimneys, retaining walls, mailboxes, and the first 3-5 feet from the ground apply one coat of **Romabio Micro Grip Primer** (See p. 23).

If brick, stone or masonry is sealed or already painted, Romabio Masonry Paints can still be applied if used with our **Micro Grip Primer** first.

Additional Information:

- ⇒ Only use when exterior temperature is between 50 - 90 degrees Fahrenheit.
- ⇒ Do not re-wet painted brick before second coat.
- ⇒ Make sure to dilute Romabio Masonry Paint as directed in the corresponding TDS and the back label.
- ⇒ Masonry Textured can only be used with a professional **P.6** grade, aggregate sprayer.*



*“You can understand why painted brick is a trend not going away any time soon... If you’re going to do it, make sure it’s with the right products. We gladly recommend **Romabio Masonry Flat** for a solid aesthetic. But don’t take our word for it, read Sherry and John Petersik’s post on their blog, **Young House Love**. They chose the Classic Finishes team to apply Masonry Flat in ‘Richmond White’ on their Virginia home, shown here.”*

- Lance Limanti, Classic Finishes

ROMABIO[®]

Masonry Flat

A highly durable mineral masonry paint featuring a beautiful, European flat finish.

Details

- Recommended two-coat process on absorbent masonry.
- Can be brushed, rolled, or sprayed.
- Made from Potassium Silicate.
- Designed for unsealed and non-painted Brick, Stone, Masonry, Stucco, and Cement Surfaces.
- Allows brick to 'breathe' with a Class I permeable rating.
- 20-year Warranty when used as directed in the TDS.
- Can be used on pre-painted masonry surfaces when combined with Romabio **Micro Grip Primer** (see p. 23).

Coverage shown below is per coat:

1 COAT	1 L / QT	2.5 L / 0.67 GAL	15L / 4 GAL
SQ FEET	70 -95	175 -238	1000 -1400

Product needs to be diluted with 20 - 30% water.

P.8 Refer to the TDS for Application instruction, additional usages, and product limitations.



@PaintJobJax

ROMABIO[®] Masonry Textured

A highly durable mineral masonry paint featuring a beautiful, European flat finish, with added aggregate.

Details

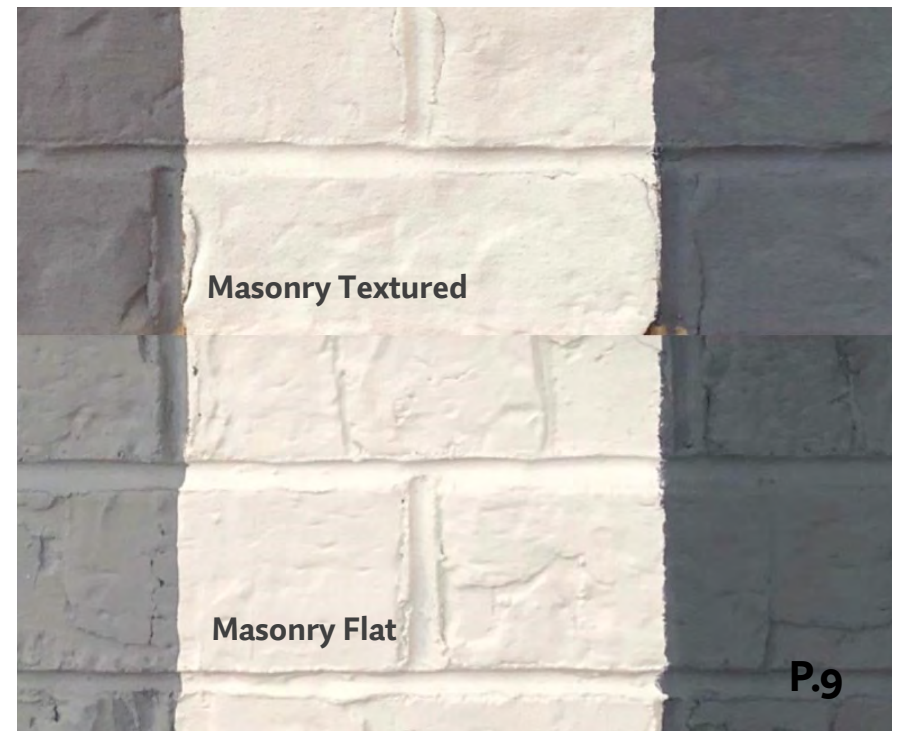
- All of the same qualities as Masonry Flat, with added aggregate to provide a granular texture for dimensional finishes.
- Ideal for healing and or filling hairline cracks.
- Recommended application with Romabio Large Masonry Brush, or a 1/2", 3/4", 1" nap roller.

Coverage shown below is per coat:

1 COAT	1 L / QT	2.5 L / 0.67 GAL	15L / 4 GAL
SQ FEET	70 -95	175 -238	1000 -1400

Product needs to be diluted with 20 - 30% water.

Refer to the TDS for Application instruction, additional usages, and product limitations.





Masonry Flat in Avorio White



ROMABIO® CLASSICO® LIMEWASH

Romabio Classico Limewash is an authentic slaked lime paint handcrafted in Italy with Dolomite Lime using 2,000 year-old techniques combined with modern technology.

Utilized for years by professional painters and homeowners, Classico Limewash has a passionate following among DIY and farmhouse décor enthusiasts.

"We can't believe that this is our home now! We couldn't love it more!

It's no longer a boring brown brick, but instead a polished Modern (faux) Farmhouse reflecting our unique, modern style within.

Our favorite part is the little bits of brick peeking through, providing that warmth and character."

-Holly Lauritzen of Our Faux Farmhouse



@OurFauxFarmhouse
Color: Avorio White

CLASSICO® LIMEWASH

Transform brick, stone, or masonry in one easy coat of our slaked lime paint.

Romabio Classico Limewash is specially formulated to create unique wash off effects for Interior or Exterior unpainted and unsealed masonry surfaces.

Details

- Create an authentic limewash look in 3 easy steps.
- Class I permeable rating with good UV and fade resistance.
- Touch ups are simple and repaints can be done any time.
- Designed for unsealed and unpainted Brick, Stone, Masonry, Stucco, and Cement Surfaces.

For best results, this product is not intended to be used as a solid finish or on horizontal surfaces as it will patina over time.

Coverage shown below is per coat:

1 COAT	1 L / QT	2.5 L / 0.67 GAL	15L / 4 GAL
SQ FEET	80 -100	200 - 250	1200 - 1500

Product needs to be diluted with 50 - 70% water.

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Refer to the TDS for Application instruction, additional usages, and product limitations.



CLASSICO® LIMEWASH

Benefits

Create beautiful, artistic, flat European finishes that are both modern and timeless. Classico Limewash benefits:

- Easy to use one-coat process.
- Highly durable and naturally mold resistant.
- Class I permeable rating.
- Excellent UV Resistance.
- Hypoallergenic and asthma-free.
- Safe for people, pets and the environment
- Easy to manipulate into unique, artistic finishes.
- Continues to patina over time.
- Stands up to extreme temperatures.
- Best results when applied with Romabio Large Masonry Brush.



Because **Classico Limewash** is highly permeable and breathable, it calcifies to the brick for maximum durability and will continue to patina over time. Due to the high pH of the paint, it is naturally mold-resistant and has a high UV and fade resistance allowing the color to keep its depth and quality over time.

Results are best when applied with the **Romabio Large Masonry Brush** (see back page), or you can use a PRO paint sprayer.

CLASSICO[®] LIMEWASH

Application

Romabio Classico Limewash can be applied to unsealed and nonpainted brick in three easy steps.

Easily apply Classico Limewash with the Romabio Large Masonry Brush, 1/2", 3/4", or 1" nap rollers, or a professional grade sprayer with a wide tip.

Ensure the brick, stone or masonry is unpainted and unsealed.

Step 1: Thoroughly wet brick.

Step 2: Apply one coat of Classico Limewash.

Step 3: Distress with water pressure.

Distressing Classico Limewash is the fun, artistic part. You want to wait 10 to 60 minutes ensuring the limewash is still damp but not freshly applied and not dry. For the exterior all you need is a hose to gently wash off the paint in the desired areas.

Additional Information:

- ⇒ Only use when exterior temperature is between 50 - 90 degrees Fahrenheit.
- ⇒ Do not use chemical cleaners prior to limewashing.
- ⇒ Make sure to dilute Classico Limewash as directed in the corresponding TDS and the back label.





“Limewashing our first home was such an epic change, and I love it so much to this day!

I love the way the dark brick peeks in from underneath the fresh, white Classico Limewash.”

- Susan Daggett of Kindred Vintage



@KindredVintage

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“Some bricks are harder to work with than others and limit the techniques you can use for washing it back off. Wait ‘til it’s partially dry and see what comes off when you hose it down. I love this look personally and it can give some great variation based on dry patterns.

Every customer wants something different. And each brick brings out a different kind of beauty in this finish”

-Dan of Service First Painting



Choosing Color

Before choosing the perfect color to refresh a brick, stone, or masonry home, it's important to note that **Classico Limewash** comes in a white base only, and **Masonry Flat or Textured** come in both white base as well as transparent base in order to be tinted darker.

CLASSICO® Color Collection

The Classico Color Collection offers seven timeless shades including two neutral whites, two cool tones and three distinct warm tone options.

Color Options



Helping the homeowner choose a perfect color can be daunting, but Romabio has curated an easy path.

The Classico Color Collection offers just enough choices without being overwhelming.

PRO Tip: The color of the brick or masonry, is *less* important than the color of the fixed architectural features like the roof or trim.

If your roof, gable and eave trim, etc. are cool tones, generally you want to choose a cool tone Classico Color.

- ⇒ Avorio White *
- ⇒ Bianco White
- ⇒ Cristallo White *
- ⇒ Nube Gray

If your fixed architectural features are warm tones, generally you want to choose a warm tone Classico Color.

- ⇒ Avorio White *
- ⇒ Cristallo White *
- ⇒ Riposo Beige
- ⇒ Toscana Beige
- ⇒ Tropea Beige

* *Neutral colors.*

Swatching Is Key

High demand and unparalleled online engagement from our customers, allows us to post real-life examples of our unique mineral masonry paints on homes across the country, every day.

Keeping in mind that light varies from region to region, as do photography skills and the use of social media filters, it is highly recommended that PROs swatch colors, as well as distress variation samples, on building surfaces prior to committing to a single color or finish.

Romabio customer feedback shows that taking the time to put up swatches - which in most cases can be rinsed off if using Classico Limewash - creates more satisfied customer experiences with far fewer call backs.



Color Possibilities

For the more adventurous homeowner, Masonry Flat and Masonry Textured come in both white base and transparent base.

Young House Love Color Collection

Sherry and John Petersik of the award-winning home renovation podcast, blog and website, carefully curated the Young House Love Color Collection for Romabio Masonry Paint.


In addition to Richmond White, which they used on their Richmond, Virginia home, the Young House Love Collection is comprised of **17 additional colors** ranging from light and crisp to deep and rich. All the colors can be viewed on our website: <https://romabio.com/yhl/>

Ask your Romabio rep about custom tinting.



NOTE: Colors darker than Navy Steel (shown below), are not recommended.



Liked by  Liked by younghouselove and 604 others



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ROMABIO® Mineral Hardener

To lock in specialty finishes with lime paint on almost any type of masonry substrate, such as brick, we recommend using Romabio Mineral Hardener Concentrate.

This is a clear, natural consolidator that can be applied on any type of natural surface to super harden areas painted with Romabio Masonry Paints.

Ideal to extend the life of Classico Limewash patina, and for both Masonry Flat or Masonry Textured on horizontal and high traffic surfaces such as fireplace hearths, porch patios, steps, window-sills, tops of walls, columns, etc.

Helps prevent 'chalking' on fireplaces.

Coverage shown below is per coat:

1 COAT	1 L / QT	2.5 L / 0.67 GAL	15L / 4 GAL
SQ FEET	170 - 200	425 - 500	2550 - 3000

Needs to be diluted with 100% water (or 1:1 ratio).



Romabio Mineral Hardener Concentrate is a valuable add-on solution for applicators to help preserve artistic finishes from the elements. Maximum durability with direct outdoor exposure is approximately three years .

Product is concentrated and requires dilution prior to use.

ROMABIO®

Mineral Primers

Romabio Mineral Primers are specialty, non-acrylic primers that can be applied to acrylic or mineral pre-painted surfaces, or unpainted brick, stone, masonry and wood.

Micro Grip Primer and **Medium Grip Primer** act as a bridge to allow proper curing for lime paints, plasters, potassium silicate paints and specially to allow for application of Romabio Masonry Paints on pre-painted surfaces.

Micro Grip Primer

Recommended as a first coat in use with all Romabio Interior Paints and as add support for Masonry Paints. Needed when using Masonry Paints over pre-painted acrylic paint surfaces on brick, stone or masonry.

Medium Grip Primer

Same as Micro Grip Primer except this formula also contains aggregate.

Coverage shown below is per coat:

1 COAT	1 L/ QT	2.5 L / 0.67 GAL	15L / 4 GAL
SQ FEET	70 - 120	175 - 300	1050 - 1800

Both Primers need to be diluted with 30% water.

Refer to the TDS for Application instruction, additional usages, and product limitations.



Ask your Romabio Rep about using Romabio Mineral Primers with Romabio Interior / Exterior Mineral Paints.

ROMABIO®

Large Masonry Brush

Romabio's Large Masonry Brush saves paint and time and money. Its unique design allows for maximum coverage with little-to-no mess, easily attaching to the side of your Romabio paint bucket.

Handcrafted in Italy with the highest quality bristles, there is no other masonry paint brush on the market, like it.

The Large Masonry Brush is available at independent paint retailers across the country where Romabio Products are sold.

"Romabio's Large Masonry Brush provides the efficiency and versatility I need to cover large areas quickly, and still be easy enough to control for detail painting."

- Trent Fancher of
Home Renewed



Learn about the Romabio Preferred PRO Program. Sign up for our PRO Newsletter today:
<https://romabio.com/email-signup-pros/>

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