



MOXIE 1800 SUPER-ADMIX - PAINTING TILT-UP

There are "Hard" and "Soft" costs in any phase of construction. The hard costs as listed in the "1993 LSI Current Construction Costs" published by Lee Saylor Publications are as follows. Section FINISHES, Paint, Exterior, Prime only is **\$.28** per square foot and Interior, Prime only, the cost is **\$.23** per square foot. These figures reflect the sub-contractors overhead and profit. The currently listed price for **MOXIE 1800 SUPER-ADMIX** is **\$.168** per square foot this figure is based on a five sack mix, five and one half inch thick tilt-up panel and exterior only. The cost would drop to only **\$.084** per square foot if both sides are taken into consideration.

The cost to prime just the exterior, using a standard paint primer/sealer is **67%** greater than the cost of MOXIE 1800 SUPER-ADMIX . If both the exterior and interior were to be primed the cost would be over **300%** greater.

Calculations are based on 20 foot high, tilt-up panels, 300 by 500 feet, 150,000 square foot building. There would be 1,600 lineal feet and 32,000 square feet of exterior wall surface. The "Hard" cost would be as follows:

Lineal feet	1,600
Wall height	x20
Square feet	32,000
Paint, prime	x\$.28
Total - Prime	\$8,960

Lineal feet	1,600
Wall height	x20
Square feet	32,000
1800 SUPER-ADMIX	x\$.168
1800 SUPER-ADMIX	\$5,376

Total - Prime, Ext.	\$8,960
1800 SUPER-ADMIX	\$5,376
Difference	\$3,584
Divide 1800 SUPER-ADMIX	\$5,376
Increased Cost to prime	67%

Registered Warranty Program, MOXIE 1800 SUPERADMIX, increase above figures by 30%.

A primer/sealer will not prevent moisture migration or reduce the alkali content. Costs associated with the prevention of moisture migration far outweigh the costs that are incurred with presence of moisture. ACI 616 recommends that concrete be at least two months old before painting with a latex paint and six months for alkyd based paints. With the use of MOXIE 1800 SUPER-ADMIX, painting can be completed at the 31 day point, a soft cost savings. Additionally, if not treated, alkalis can fade certain pigments and attack the binder by saponification, another soft cost. Whenever you can prevent moisture migration in a painted surface the benefits are twofold and costs associated with a remedy, after the fact, can easily be a five times greater or more. First you add years to the appearance because you have eliminated moisture migration which occurs by capillary and/or hydraulic action, or condensation of atmosphere which produces sweating under the paint surface causing the paint to blister and peel. Second there is a much higher cost to prepare this surface condition for repainting. An absolutely surface dry condition is the only way to ensure the proper adhesion of paint thus creating an impermeable bond that prevents the penetration of contaminants, such as ground wash or architectural run-off, which can leave permanent stains.

Under the most severe cold weather conditions MOXIE 1800 SUPER-ADMIX consistently achieved an increase in flexural strength of almost 100% in 3 days and up to 200%, or more, in 7 days. This cost savings factor, specifically for tilt-up panels, is one of the most important benefits of MOXIE 1800 SUPER-ADMIX .

If considered entirely as a primer/sealer, it is the most cost effective solution. Add to that its' ability to stop moisture and vapor migration provide an absolute surface dry condition for painting, lower maintenance, less frequent painting, less cost to prepare the surface for repainting, and a savings with a reduction in up front "Hard" costs, it is truly the most cost effective product on the market today. MOXIE 1800 SUPER-ADMIX is a tremendous benefit for use in tilt-up panel construction.