



## COLOR SOLUTIONS FOR HOMEOWNER ASSOCIATIONS

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Homeowner associations (HOAs) operate in service to homeowners and work tirelessly to the benefit of everyone that calls their subdivision, housing development, or community home.

Through managing properties, amenities, and working to ensure the agreed-upon standards for the community are upheld, HOAs act as a vital conduit between the needs of individual property owners and the needs of the greater whole.

Without the work of homeowner associations, decaying amenities can pose health and safety hazards, a lack of security and accountability may increase crime rates within the community, and the actions of just one neighbor may reduce the value of all the homes within the community.

Therefore, it is no wonder that HOAs are deeply concerned about the type of products permitted for use within their communities. Poorly designed products and shoddy workmanship can hurt a home, amenity, and community more than it may help.

To contribute to the beautification of communities, Nawkaw is committed to superior manufacturing and service standards in the provision of long-lasting color solutions.

Through expert stain technicians, scientifically proven and environmentally friendly products, and precise color replication, HOAs can count on Nawkaw to provide expert color services for masonry & concrete and help them ensure their communities remain beautiful for decades to come.

## Why Stain? Advantages Over Traditional Color Solutions

The maintenance of exterior siding and structures has always been in the interest of HOAs. The visual beauty of a community impacts the value of the properties within—so it is no wonder HOAs utilize sections of their covenants, conditions & restrictions (CC&Rs) to outline the expectations for homeowners regarding color.

Paint is often the first choice and only consideration in many community renovation and remodeling projects due to its ubiquity. However, when working with concrete, masonry, and similar structures, mineral or acrylic stain can provide a more robust and powerful solution proven to last far longer than paint.

The strength of stain over paint, in large part, comes from its method of binding to the building material.

## The Problem with Paint



Paint and stain may present aesthetically similar appearances on concrete and similar surfaces. However, that correlation is only skin deep. The fundamental difference in how they color a surface makes stain the superior choice for concrete and masonry surfaces within communities.

When applying latex paint over concrete, air, dirt, water, and other debris are trapped between the concrete's surface and the paint itself. These imperfections expand and contract over time, resulting in chipped or cracked paint in many cases. Exposure to the elements only exacerbates the problem and fades the desired color as well.

Surfaces with such damage must be repainted several times—leading to further issues as more and more layers of paint are applied to the surface.

## The Stain Solution and a Generation of Color

Stain avoids the same pitfalls latex paints suffer from because it does not coat the top of the surface alone, but rather penetrates and forms strong bonds with the material. In mineral stain, this bond is chemical, resulting in no functional distinction between the stain and the underlying brick or concrete.

With no air, dirt, water, or other debris entrapment, properly applied mineral stain will not crack or peel. Mineral stain is also resistant to UV light, enabling pigments within the stain to retain their colors much longer than paint.

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This phenomenon has been proven time and time again since the development of chemical binding technologies in the late 19th century. Nawkaw's stains have been in use since our founding 30 years ago, and the expertly applied color solutions provided then still look great today.

On most projects, Nawkaw offers a 25-year warranty on all work done, with some restrictions applying. HOAs can rest easy with the kind of peace of mind that is not possible with latex paintwork. Nawkaw's once-in-a-generation solution reduces labor costs long-term and maintains property values.

## Color Solutions for Every Community

There's more to stain than color. Communities are comprised of textures and a surrounding environment that must be accounted for. As such, Nawkaw manufactures different colored and colorless products to provide solutions for every community.

Mineral and acrylic stains provide different solutions, and depending on the community and environment, one may be better than the other. NawTone and NawTone-K, our flagship acrylic and mineral stain products, reflect the need for both types of stain.

Products such as NawTone-K Opaque and NawTone-K Metallic are designed to build upon mineral stain and provide further texture solutions. Opaque stains cover up textured surfaces such as concrete or masonry without causing chipping or peeling. Metallic stains give surfaces the appearance of metal and add additional shine.

NawTone+Plus offers powerful water repellency built directly into acrylic stain for properties that face challenges with water ingress. NawTone-G is perfect for communities that need a glossy finish with their color.

Photocatalytic finishing systems such as NawKote-PC are not stains but are coatings that extend the lifespans of the surfaces they cover, yield self-cleaning properties in exterior applications, and even release oxygen into the surrounding environment. For more information on NawKote-PC, please contact Nawkaw for our Photocatalytic White Paper.

## Color Technicians and Expert Application Techniques



So, how are these color solutions provided?

The chemical complexity of stain and the need to ensure superior stain solutions are just a few of the reasons Nawkaw personally applies stain on every project.

Nawkaw expert color technicians are highly skilled in their craft. They have worked at scale—applying stain on the ground floor of smaller residential properties and dangling from ropes and wires alongside skyscrapers, with all manner of projects in between.

Through their expertise, communities can choose from stain solutions designed to replicate other materials, transform textured concrete, and give masonry surfaces a natural range of color.

## Look One Way, Act Another

Stain in the hands of expert technicians can create finishes and textures that transform surfaces and deceive from any distance. Combined with form lined concrete, homeowners and HOAs can choose from a wide range of replicable materials, from brick and mortar to natural wood or more unique finishes, such as weathered copper or leather.

This ability empowers communities to appear exactly as desired—all while avoiding the inherent issues that come from using such materials. Wood grain finishes are particularly popular and enable communities to have a natural feel without worrying about fire hazards or incurring professional wood installation costs.

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Nawkaw has worked on projects where the results were so convincing, HOAs made exceptions to their CC&Rs because Nawkaw could seamlessly replicate an approved material!

## **Color-Matching Technology and Harmony within Communities**

Associations may rely on approved colors and hues to ensure harmony within a community. Luckily, Nawkaw can perfectly replicate pre-existing colors and provide them on-demand for repeat use.

Through color theory and in-house scientific efforts, Nawkaw can perfectly replicate any color and render it indistinguishable from the original. Should a homeowner wish to recreate the appearance of either an approved color or a color found on another structure within that community, Nawkaw can make it happen.

HOAs can therefore commission several colors or a list of approved colors that Nawkaw tracks and stores in-house. That way, if colors within the community or otherwise approved by the association require replication, lead times are shortened significantly.

## **Restorative Works**

Finally, HOAs managing older communities often face the difficult task of maintaining structures and amenities that have either fallen out of style in aesthetic appeal or require renovation to better serve residents.

Through color matching techniques and expert stain application, Nawkaw can seamlessly blend repair and extension work into the color and texture of the remaining structure. These projects can make faded structures shine once again, utilizing either the original look or an entirely new color scheme.

Restorative works such as these enable HOAs to reduce costs by maintaining existing structures and amenities rather than paying for their wholesale replacement. And when it comes to color, Nawkaw can help make sure no further work is needed for a long, long time afterward.

## **Final Thoughts**

Nawkaw's versatility in color solutions and architectural finishes enable a wide variety of uses within communities utilizing HOAs. These associations can trust that a partnership with Nawkaw will empower them to reap the benefits of long-lasting, scientifically backed stain alongside sustainable operations and professional service.

In part through the solutions provided through Nawkaw's services, HOAs can restore and renovate amenities, increase homeowner satisfaction with the association, and increase property values for all those who call the community home.





# Nawkaw®

ARCHITECTURAL FINISHES INSPIRED BY ART & SCIENCE

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