



{YOUR BRAND

BY **Prú** PERFORMANCE COATINGS

PRIVATE LABEL POLYMER FLOORING AND CONCRETE POLISHING CATALOG 2021

YB¹

EPOXY FLOORING SERIES

MILLIONS OF
SQUARE FEET
INSTALLED

YB²

URETHANE CEMENT SERIES

SELF LEVELING,
RAKE/TROWEL &
HEAVY DUTY

YB³

HIGH WEAR TOP COAT SERIES

HIGH WEAR
URETHANES &
POLYASPARTICS

YB⁴

CONCRETE POLISHING SERIES

DILUTE YOUR
WAY TO HIGHER
PROFITS!





YB

HOW TO GET STARTED



1

APPLICATION PROCESS

REVIEW CATALOG, FILL OUT AND SUBMIT A CREDIT APPLICATION ON WWW.YOURBRANDBYCRU.COM



2

CHOOSE PRODUCT CATEGORY

CHOOSE WHICH PRODUCTS WITHIN OF OUR (4) PRODUCT CATEGORIES YOU WANT PRIVATE LABELED



3

DESIGN TDS/SDS & LABELS

USE EXISTING PRE-FORMATTED SUPPORT DOCUMENTS OR HAVE US DESIGN YOUR BRAND!



4

PACKAGING AND SHIPMENT

CHOOSE HOW YOU WANT YOUR MATERIAL PACKAGED, LABELED AND SHIPPED



EPOXY FLOORING SERIES

I. MULTI PURPOSE EPOXY

- 2:1 RATIO
- 100% SOLIDS / 1 PINT PIGMENT PER 3 GALLON MIX
- CAN BE USED AS A PRIMER, BUILD OR TOP COAT

II. MOISTURE MITIGATION SYSTEM

- 1:1 RATIO
- 100% SOLIDS
- INSTALLED AT 85% rH@15mils RH TO 99% rH@ 23 MILS

III. EPOXY DECO FORMULA

- 3:1 RATIO
- 100% SOLIDS / 1 PINT PIGMENT PER 3 GALLON MIX
- SPECIALLY FORMULATED TO MAXIMIZE METALLICS

CATEGORY I: YB1 EPOXY FLOORING SYSTEMS											YOURBRANDBYCRU SKU SHEET
PART NUMBER	DESCRIPTION	COLORANT	MIX RATIO	FORMULA	FT ² /GAL	GAL/PART A	GAL/PART B	GALLONS	PACKAGE (A)	PACKAGE (B)	
YB-EPX-3	EPOXY MULTI PURPOSE	1 PINT PER 3 GALLON MIX	2:1	100% SOLIDS	160	2	1	3	1 X 3.5 GALLON PAIL	1 X 1 GALLON CAN	
YB-EPX-15	EPOXY MULTI PURPOSE	1 PINT PER 3 GALLON MIX	2:1	100% SOLIDS	160	10	5	15	2 X 5 GALLON PAIL	1 X 5 GALLON PAIL	
YB-EPX-150	EPOXY MULTI PURPOSE	1 PINT PER 3 GALLON MIX	2:1	100% SOLIDS	160	100	50	150	2 X 50 GALLON DRUM	1 X 50 GALLON DRUM	
YB-EXD-3	EPOXY-DECO	1 PINT PER 3 GALLON MIX	3:1	100% SOLIDS	160	2.25	0.75	3	1 X 3.5 GALLON PAIL	1 X 1 GALLON JUG	
YB-EXD-12	EPOXY-DECO	1 PINT PER 3 GALLON MIX	3:1	100% SOLIDS	160	9	3	12	3 X 3.5 GALLON PAIL	1 X 3.5 GALLON PAIL	
YB-EXD-20	EPOXY-DECO	1 PINT PER 3 GALLON MIX	3:1	100% SOLIDS	160	15	5	20	3 X 5 GALLON PAILS	1 X 5 GALLON PAIL	
YB-EXD-220D	EPOXY-DECO	1 PINT PER 3 GALLON MIX	3:1	100% SOLIDS	160	165	55	220	3 X 55 GALLON DRUMS	1 X 55 GALLON DRUM	
YB-EMM-2	MOISTURE VAPOR SYSTEM	N/A	1:1	100% SOLIDS	107	1	1	2	1 x 1 GALLON CAN	1 X 1 GALLON CAN	
YB-EMM-10	MOISTURE VAPOR SYSTEM	N/A	1:1	100% SOLIDS	107	5	5	10	1 X 5 GALLON PAIL	1 X 5 GALLON PAIL	
YB-EMM-100	MOISTURE VAPOR SYSTEM	N/A	1:1	100% SOLIDS	107	50	50	100	1 X 50 GALLON DRUM	1 X 50 GALLON DRUM	
YB-EMM-500	MOISTURE VAPOR SYSTEM	N/A	1:1	100% SOLIDS	107	250	250	500	1 X 250 GALLON TOTE	1 X 250 GALLON TOTE	

STANDARD PACKAGING OPTIONS



1 GALLON CAN



5 GALLON PAIL



55 GALLON DRUM



250 GALLON TOTE



URETHANE CEMENT SERIES

I. SL - SELF LEVELING

- 1:1 RATIO / 1 PINT PIGMENT PER 10 GALLON MIX
- THERMAL SHOCK, CHEMICAL, MOISTURE RESISTANCE
- 32 sq ft/unit @ 1/8" for a 3/16" FINISHED FLOOR

II. RT - RAKE & TROWEL

- 1:1 RATIO / 1 PINT PIGMENT PER 10 GALLON MIX
- THERMAL SHOCK, CHEMICAL, MOISTURE RESISTANCE
- 23 sq ft/unit @ 3/16" - 1/4" FINISHED FLOOR

III. HD - HEAVY DUTY

- 1:1 RATIO / 1 PINT PIGMENT PER 10 GALLON MIX
- THERMAL SHOCK, CHEMICAL, MOISTURE RESISTANCE
- 23 sq ft/unit @ 1/4" FINISHED FLOOR

CATEGORY II: YB2 URETHANE CEMENT SYSTEMS

PART NUMBER	DESCRIPTION	COLORANTS	MIX RATIO	FORMULA	FT ² /GAL	GAL/PART A	GAL/PART B	PART C	GALLONS	PACKAGE (A)	PACKAGE (B)
YB-RCX-10	SELF LEVELING	1 PINT PER 10 GALLON MIX	1:1	UC-CPC	32	5	5	1 BAG SL FILLER	10	1 X 5 GALLON PAIL	1 X 5 GALLON PAIL
YB-RCR-10	RAKE AND TROWEL	1 PINT PER 10 GALLON MIX	1:1	UC-CPC	23	5	5	1 BAG RT FILLER	10	1 X 5 GALLON PAIL	1 X 5 GALLON PAIL
YB-RCH-10	HEAVY DUTY	1 PINT PER 10 GALLON MIX	1:1	UC-CPC	23	5	5	1 BAG HD FILLER	10	1 X 5 GALLON PAIL	1 X 5 GALLON PAIL
YB-RCB-10	COVE BASE	1 PINT PER 10 GALLON MIX	1:1	UC-CPC	35LF@4" OR 23LF@6"	5	5	20 X 25# BAGS COVE FILLER	10	1 X 5 GALLON PAIL	1 X 5 GALLON PAIL

STANDARD UNITS SHIP IN 5 GALLON PAILS. PLEASE EMAIL YOURBRAND@CRUPC.COM FOR DRUM & TOTE PRICING



5 GALLON PAIL



55 GALLON DRUM



250 GALLON TOTE



HIGH WEAR TOP COAT SERIES

I. HIGH WEAR URETHANE

- 4:1:1 RATIO / 1 PINT PIGMENT PER 1.5 GALLON MIX
- KIT COMES WITH GLOSS AND PART C SATIN ADDITIVE
- UV STABLE HIGH SOLIDS MOISTURE CURED URETHANE
- EXTREMELY DURABLE AND SCRATCH RESISTANT COATING
- COVERAGE RATE: 500ft² PER GALLON

II. POLYASPARTICS

- 1:1 RATIO / 1 PINT COLOR PER 3 GALLON MIX
- FAST CURE AND WILL NOT BLUSH OR HAZE AT HIGH FILM THICKNESS (15mils)
- 100% UV RESISTANT
- COVERAGE RATE: 160ft² @ 10mils

CATEGORY III: YB3 URETHANES AND POLYASPARTICS

PART NUMBER	DESCRIPTION	COLORANTS	MIX RATIO	FORMULA	FT ² /GAL	GAL/PART A	GAL/PART B	GAL/PART C (SATIN)	GALLONS	PACKAGE (A)	PACKAGE (B)
YB-HWU-15	HIGH WEAR URETHANE GLOSS AND SATIN	1 PINT PER 1.5 GALLON MIX	4:1:1	URE-HW	500	1.25	0.25	0.25	1.5	1 X 1 GALLON CAN	1 X .25 GALLON CAN
YB-HWU-60	HIGH WEAR URETHANE GLOSS AND SATIN	1 PINT PER 1.5 GALLON MIX	4:1:1	URE-HW	500	4	1	1	6	1 X 6 GALLON PAIL	1 X 1 GALLON CAN
YB-PTC-2	POLYASPARTIC - 85	1 PINT PER 3 GALLON MIX	1:1	P-85	160	1	1	N/A	2	1 X 1 GALLON CAN	1 X 1 GALLON CAN
YB-PTC-10	POLYASPARTIC-85	1 PINT PER 3 GALLON MIX	1:1	P-85	160	5	5	N/A	10	1 X 5 GALLON PAIL	1 X 5 GALLON PAIL

URETHANES AND POLYASPARTIS REQUIRE SPECIAL NITROGEN FILLED PACKAGING. THEREFORE, WE CAN ONLY PROVIDE MATERIAL IN THE FOLLOWING SIZES:



1 GALLON CAN



5 GALLON PAIL



CONCRETE POLISHING SERIES

DILUTE ONSITE AND INCREASE PROFITS **50-80%**

I. SLAB CLEANER CONCENTRATE

- WATER TO CONCENTRATE DILUTION RATIO: 512:1
- 100% SOLIDS CONCENTRATED CONCRETE SLAB CLEANER
- SAFE TO USE WITHIN MECHANICAL AUTO-SCRUBBERS

II. SLAB CUTTER CONCENTRATE

- WATER TO CONCENTRATE DILUTION RATIO: 3:1(400FT2 PER GALLON)
- LOW pH (2.4) NON-ACIDIC COLLOIDAL SILICA FORMULA
- FREEZE/THAW/USE TECHNOLOGY
- AUTO-SCRUBBER OR PUMP SPRAYER APPLICATION

III. SLAB DENSIFIER CONCENTRATE

- WATER TO CONCENTRATE DILUTION RATIO: 3:1 (400FT2 PER GALLON)
- LOW pH NON-ACIDIC COLLOIDAL SILICA FORMULA
- FREEZE/THAW/USE TECHNOLOGY + OVERAPPLICATION GUARD
- AUTO-SCRUBBER OR PUMP SPRAYER APPLICATION

IV. SLAB GUARD CONCENTRATE

- WATER TO CONCENTRATE DILUTION RATIO: 4:1 (1,000FT2 PER GALLON)
- WATER BASED POLYMER STAIN GUARD AND CONCRETE PROTECTOR
- EXCEPTIONAL PROTECTION AGAINST FOOD ACIDS AND OILS
- PUMP SPRAYER APPLICATION

CATEGORY IV: YB4 CONCRETE POLISHING MATERIAL

PART NUMBER	DESCRIPTION	MIX RATIO	FORMULA	FT ² /GAL	GALLONS	PACKAGE	RTU GALLONS
YB-CDD-PAL	SLAB CLEAN/DENSE/DEGREASE	512:1	CONCENTRATE	N/A	5	PAIL	2,560
YB-CDD-DRM	SLAB CLEAN/DENSE/DEGREASE	512:1	CONCENTRATE	N/A	55	DRUM	28,160
YB-CDD-TOT	SLAB CLEAN/DENSE/DEGREASE	512:1	CONCENTRATE	N/A	275	DRUM	140,800
YB-CDN-PAL	CONCRETE SLAB CUT/DENSE	3:1	CONCENTRATE	400	5	PAIL	20
YB-CDN-DRM	CONCRETE SLAB CUT/DENSE	3:1	CONCENTRATE	400	55	DRUM	220
YB-CDD-TOT	CONCRETE SLAB CUT/DENSE	3:1	CONCENTRATE	400	275	TOTE	1,100
YB-CDN-PAL	CONCRETE SLAB DENSIFIER	3:1	CONCENTRATE	400	5	PAIL	20
YB-DEN-DRM	CONCRETE SLAB DENSIFIER	3:1	CONCENTRATE	400	55	DRUM	220
YB-DEN-TOT	CONCRETE SLAB DENSIFIER	3:1	CONCENTRATE	400	275	TOTE	1,100
YB-GRD-PAL	CONCRETE SLAB GUARD	4:1	CONCENTRATE	1000	5	PAIL	25
YB-GRD-DRM	CONCRETE SLAB GUARD	4:1	CONCENTRATE	1000	55	DRUM	275
YB-GRD-TOT	CONCRETE SLAB GUARD	4:1	CONCENTRATE	1000	275	TOTE	1,375

YB

STANDARD PIGMENTS



Regal Blue*



Smoke Blue



Ivy Green*



Rotunda Red



Tile Red*



Yellow



Sandy Beige



Battleship Gray*



Medium Gray*



Canada Gray



Light Gray



Night Gray



Black*



White

**EXTRA PROFIT TIP: DOWNPACK PAILS INTO PINTS
AND INCREASE YOUR PROFITS OVER 50%**

CUSTOM COLORS ARE AVAILABLE
MOST COLORS ARE AVAILABLE IN PINTS AND 25 PINT PAILS

CATEGORY V: COLORANTS

PART NUMBER	DESCRIPTION	QUARTS	PACKAGE	PART NUMBER	DESCRIPTION	QUARTS	PACKAGE
YB-CWT-1	WHITE PIGMENT	1	QUART CAN	YB-CBK-1	BLACK	1	5 GALLON PAIL
YB-CWT-25	WHITE PIGMENT	25	5 GALLON PAIL	YB-CSB-1	SANDY BEIGE	1	QUART CAN
YB-CLG-1	LIGHT GRAY	1	QUART CAN	YB-CSB-25	SANDY BEIGE	25	5 GALLON PAIL
YB-CLG-25	LIGHT GRAY	25	5 GALLON PAIL	YB-CTR-1	TILE RED	1	QUART CAN
YB-CCG-1	CANADA GRAY	1	QUART CAN	YB-CRR-1	ROTUNDA RED	25	5 GALLON PAIL
YB-CCG-25	CANADA GRAY	25	5 GALLON PAIL	YB-CRB-1	REGAL BLUE	1	QUART CAN
YB-CMG-1	MEDIUM GRAY	1	QUART CAN	YB-CSB-1	SMOKE BLUE	25	5 GALLON PAIL
YB-CMG-25	MEDIUM GRAY	25	5 GALLON PAIL	YB-CYE-1	YELLOW	1	QUART CAN
YB-CBG-1	BATTLESHIP GRAY	1	QUART CAN	YB-CIG-1	IVY GREEN	25	5 GALLON PAIL


LIMITED WARRANTY

YOURBRANDBYCRU offers a full one-year warranty against defects in material only, as produced by CRU PERFORMANCE COATINGS. Warranties concerning installation and floor life are to be provided by approved contractors or installers for specified periods. This warranty does not apply if products of other manufacturers are used in conjunction with YOURBRANDBYCRU. Full specifications for all phases of installation are provided with all private label YOURBRANDBYCRU materials. All such specifications, statements, technical information and recommendations contained therein are based on tests we believe to be reliable. The accuracy or completeness thereof is not guaranteed, and the following disclaimers are a part of the warranty.

DISCLAIMER:

YOURBRANDBYCRU shall not be responsible for structural failure or workmanship that is not in accordance with standard industry practices and procedures and YOURBRANDBYCRU published instructions. YOURBRANDBYCRU will not be liable for any loss or damage arising from the YOURBRANDBYCRU surface preparation system or any YOURBRANDBYCRU product incorporated therein, whether direct, indirect, special, incidental or consequential, regardless of the legal theory asserted, including warranty, contract, negligence or strict product liability. Some states do not allow the exclusion of consequential damages, so these limitations or exclusions may not apply to you. For all YOURBRANDBYCRU products in commercial installations, this warranty is expressly in lieu of all implied warranties, including the IMPLIED WARRANTY OF MERCHANTABILITY. Some states do not allow the exclusion of implied warranties, so this exclusion may not apply to you. Cracking due to structural movement beyond the engineered design, excessive deflection or other failure of the substrate, improper installation of any accessory products including (but not limited to): adhesives, crack and expansion joint filler, patches and other underlayments, sealers and/or damage to structural or subfloor elements from water are also not covered. Acts of God including but not limited to flooding, hurricane, tornado, earthquake and fire shall not be covered under this warranty. YOURBRANDBYCRU will not be responsible for system failure resulting from the use of non-YOURBRANDBYCRU products or non-specified products. The potential for efflorescence and shading is inherent in all cementitious products and is not considered a manufacturing defect. Although YOURBRANDBYCRU may have suggested the material or developed the material at the request of the owner or applicator, it is the responsibility of the owner to test and determine the suitability of the material for the intended use and purpose, and the owner assumes all risk and liability whatsoever regarding such suitability. This warranty is not a maintenance contract. Any warranties implied by law shall be limited in duration to the duration of this limited warranty. Some states do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to you. Any claim alleging a breach of this warranty or any other warranty must be brought within one year of the breach.

YOUR BRAND

BY  CRU PERFORMANCE COATINGS

**PRIVATE LABEL INDUSTRIAL POLYMERS AND
CONCRETE POLISHING MATERIAL**



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