



Paint vs. Stain

FOR MASONRY

Masonry isn't like drywall.

Part of what makes masonry so strong is its porosity—meaning, it's full of holes! This has a big impact on the method of coloring brick and other types of masonry.

Permeability

Masonry needs to breathe, in a certain sense. Water and moisture penetrate masonry surfaces, which expand and contract with the weather. Paint covers masonry with a film that seals off these porous surfaces, trapping in moisture, which in turn degrades both paint and masonry over time.

Nawkaw stain penetrates masonry and colors without sealing off pores, allowing surfaces to breathe.

Durability

Common latex paints form a film that rests on top of the surface of painted masonry. Weather events, dirt, and debris can pull on this film and cause it to peel and chip over time. That's why paint needs to be reapplied and occasionally stripped and replaced at great expense to preserve the desired color.

Acrylic stains such as NawTone penetrate and color masonry surfaces without peeling or chipping, which is perfect for rough masonry. Mineral stains such as NawTone-K are best for smoother masonry surfaces, and form a powerful chemical bond with masonry, leaving no difference between the masonry and the stain itself! There is nothing for the elements to pull on, as the color is part of the masonry! That's why stains last 25 years or longer in most cases.

The chart below shows how the cost of paint and stain on masonry varies over time!

Cost Comparison over 25 Years:

(1,500 sq. ft. of Exterior Masonry)

	ACRYLIC LATEX PAINT	NAWKAW STAIN
Product + Labor Costs ¹	\$1,860 - \$3,887	\$4,500 - \$7,500
Reapplication ² (5-8 Times Over 25 Years) ³	\$9,300 - \$31,096	\$0
Stripping (Required Every 2 Repaints; 1-2 Times Over 25 Years) ⁴	\$2,400 - \$4,800	\$0
25 Years of Annual Cleaning	\$2,500	\$2,500
TOTAL	\$16,060 - \$42,283	\$7,000 - \$10,000

References:

1. How Much Does It Cost To Paint Brick? (2021). Porch.com, Inc. <https://porch.com/project-cost/cost-to-paint-brick>. Cost calculated at zip code: 30622
2. How Much Does It Cost To Paint A Brick House? (2021). Home Advisor. <https://www.homeadvisor.com/cost/painting/paint-a-brick-house/>
3. Technical Services Digest. (2013, April). Acme Brick. <https://brick.com/sites/default/files/pdf/tsd216maintenancescheduleforbrickmasonry.pdf>
4. Weslager, J. (2017, December 28). Expected Service Life and Cost Considerations for Maintenance and New Construction Protective Coating Work. KTA-Tator Inc. <https://kta.com/kta-university/expected-service-life-coatings/>