

# Flexxide Elastomer saves schedule

## Making up for lost time in Tampa



**Location:** Tampa, Florida

**Owner:** Town Westshore  
Luxury Apartments

**Project volume:** 3,960  
total gallons

**Date applied:** May 2018

**Products applied:**  
Flexxide High pH Primer  
Flexxide Elastomer

### Crucial component of masonry protection

Stucco is a common construction material in warm, humid tropical and subtropical locations. Provided it is properly protected, it lasts generations.

This material comprises part of the exterior of the Town Westshore Luxury Apartments in Tampa. The 330-unit complex was a crucial part of new development in that community when it was built in 2018.

But the complex almost didn't open its doors to residents on time.

### High-pH compatibility saved the schedule

By the time the apartment buildings' stucco exteriors were ready for coating, construction had fallen behind.

But crews made up for lost time by applying Flexxide High pH Primer the morning after the stucco was installed, when its pH—recorded as high as 12 in some areas—was still too high to apply a normal coating.

But here, crews skipped the 28-day concrete-cure waiting game, moved directly onto finish coating, and brought the timeline back under control.

That finish was **Flexxide Elastomer**, low-VOC, low-odor acrylic-copolymer elastomeric material developed to withstand abusive coastal exposures, including intense sun and wind-driven rain. It also boasts excellent elongation to resist the forces of the normal movement of stucco or other masonry surfaces.

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A section of one of the buildings of Town Westshore Luxury Apartments is shown during application of its exterior protective coating in May 2018.



One of the buildings of Town Westshore Luxury Apartments is shown during a site visit in June 2024, six years after the exterior coating was applied.



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