

Coating Keeps Decorative Facade Graffiti-Free

Maintaining the integrity and beauty of a reservoir wall.

Public works department officials in Brentwood, CA, knew it was inevitable. Whatever structure they decided to erect around their new hillside reservoir, they anticipated taggers would choose to use it as a highly visible billboard or platform to exhibit their graffiti “art” talents.

But this simply has not happened to Brentwood. Thanks to the foresight and initiatives of city engineers, graffiti is not the costly and unsightly problem it once was, or could be. They knew that heavy fines, neighborhood watches, and patrolling were not the answer. Rather, they discovered that invisible, high-slip, chemical resistant coatings formulated to be applied on nearly any type of surface or structure are both effective and a deterrent. Further, Brentwood learned

that they can now graffiti-proof new or existing structures with high-performance, highly fluorinated, and durable clear gloss coatings that really work, and last.

Today, with minimal maintenance and using standard cleaners, any and all graffiti applied to the architectural rock wall facade around the Brentwood reservoir is quickly and easily removed. The graffiti proofing products are provided by SEI Chemical (www.seichemical.com).

“We were skeptical at first about using any sort of product on the natural looking man-made rock wall encompassing the new city water reservoir,” admits Paul Eldredge, Brentwood Assistant Director of Public Works. “After spending a considerable amount of time researching the product and

conversing with SEI officials, the city decided to try the new product, assuring us it would not affect the appearance of the ‘natural-looking’ surface. Further, they noted the coating was long-lasting, and relatively easy to clean even if vandals managed to get the graffiti to adhere to the multi-colored concrete surface of the structure.”

To the city’s amazement, a one-time spray of the GPA-200 (Graffiti Proofer Anti-Stick) has lasted into its second year. “When taggers do manage to be even remotely successful,” notes Eldredge, “we simply go back and wipe off the paint or marker with an environmentally-safe cleaner. The graffiti proofer has exceeded our expectations, owing to its ease of application—we just sprayed it on, and enjoy its easy clean-off when taggers do try.

“We looked at alternatives to the graffiti situation,” recalls Eldredge, “and saw it as a pay now or pay later situation. Articles we saw in leading journals on the success of SEI anti-graffiti formulations presented us with a possible solution. Another success story, for example, has been the application of coatings to the Alameda Corridor transportation motorway and railway between Long Beach and Los Angeles.

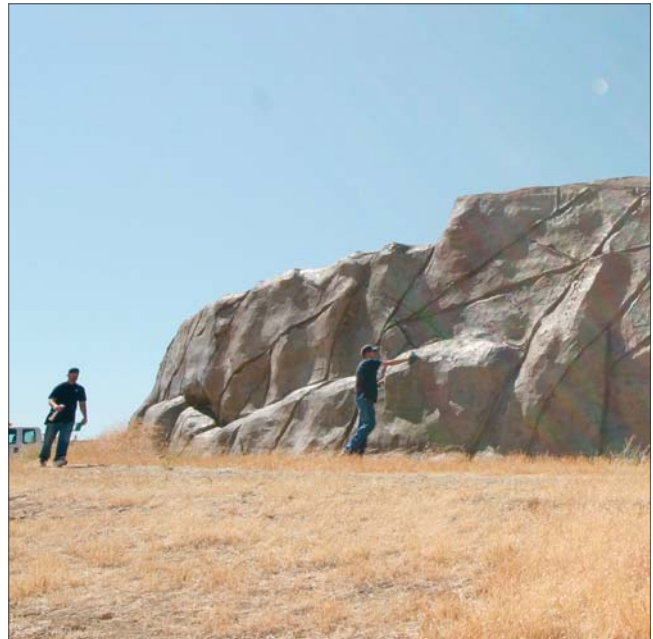
“But even when we did decide to go with the graffiti proofer coating,” continues the Brentwood spokesman, “we anticipated having to apply the initial coating and then re-apply the coating on a periodic basis. Added to this was the inevitable cleaning when taggers did get through. We saw this as an expensive, rigorous, and a never-ending task. In that the coatings make it difficult or impossi-



Graffiti Proofer Anti-Stick from SEI Chemical was applied to the rock facade surrounding Brentwood’s new water tank in a one-time spray.



When taggers are successful, annoying graffiti is simply wiped away.



The rock facade remains graffiti-free to this day due to the easy application of the anti-graffiti spray, as well as the simplicity of graffiti removal.

ble for graffiti materials to stick, the word is obviously out and graffiti is at a minimum at the present time. When it appears, graffiti is quickly removed.”

A few short years ago, SEI Chemical took on the graffiti challenge by formulating several distinct types of graffiti deterrent coatings. The reason? Special

formulations are required for different materials (smooth or porous) to make paint, lacquers, enamels, and adhesives “crawl” together and run off the surface, thus deterring the vandalism from continuing. Or, in the event a tagger successfully applies a nominal amount of paint, marker, or other product, the

graffiti can be easily removed with remover products.

To Brentwood residents living and working near the new reservoir and passers-by on the Highway 4 Bypass, not only is the reservoir hidden, but the attractive facade remains graffiti-free. 