

# Graffiti Protective Coatings:

## The Truth About Permanent vs Sacrificial Coatings

by John Rose, Founder & Developer of World's Best Graffiti Removal Products

Over the past 30 years we have seen many anti-graffiti coatings come onto the scene very often touting the latest and greatest technology in permanent anti-graffiti coatings. They invariably promise to make cleaning graffiti easy in the future, and often come at great cost to building owners, having to be applied under the exact right circumstances, by contractors who have been trained or licensed to use the product.

These sorts of permanent coatings are usually an unnecessary expense, and in many cases are specified in totally inappropriate situations. They often change the appearance of natural building surfaces with a gloss or semi-gloss finish.

They all work to some degree, at least in the initial stages, but after repetitive cleaning, continued exposure to UV sunlight, and other environmental factors such as efflorescence on buildings, they often turn cloudy, peel or delaminate in some areas.

When these sorts of coatings degrade, it can actually make it more difficult to clean graffiti in the long term. If for any reason in the future you want to remove the coating you can have a monster on your hands trying to get them off. Painting over them can be difficult, if not impossible.

Problems are most likely going to occur in 2-3 years after applying a coating. This is why you need to carry a big stick and tread very carefully when considering applying any so-called permanent coating to a building surface.

We have three golden rules for graffiti protection on buildings:

**1. The best coating for paint is paint.** Although it's possible to remove larger graffiti from a painted surface, it is often far quicker and easier to simply color match and paint over. Smaller graffiti can be easily removed (such as with our Sensitive Surface Graffiti Remover or Graffiti 'Safewipes' without the need for specialized protective coatings).

**2. Any coating you are thinking of specifying must be proven to work as intended, and have stood the test of time without behaving badly** (which ultimately would disappoint your customer).

**3. Unlike permanent coatings, if for any reason in the future you need to remove this coating from a building, you must be able to do this quickly and inexpensively without the risk of damage to the building surface.**

Still, there is a genuine need for low-cost graffiti protection on certain surfaces, to ease the burden on maintenance by speeding up removals. This means protecting important building surfaces that were never intended to be painted over. These include historic or delicate buildings and sculptures, porous/ decorative feature walls and structures made from raw timber, split face



So-called 'permanent' coating turned cloudy



'Anti-graffiti' coating peeling/delaminating



This 'anti-graffiti' coating actually made removal even more difficult in the long-term

## Case Study

Company & Job Description: Graffiti Removal Services of Sacramento (GRS). Graffiti removal on freeway sound wall and application of World's Best Graffiti Coating.

Never one to miss an opportunity, Paul Watts of Graffiti Removal Services managed to work on both sides of the same sound wall near his hometown of Sacramento CA. After successfully removing massive amounts of graffiti tagging for CALTRANS on the freeway side of this sound wall, Paul was then contacted by The City of Rancho Cordova to protect 22,000 sq.ft. of the reverse side of the same sound wall, using World's Best Graffiti Coating. On the freeway side, the vandals had used a super soaker or fire hydrant to squirt up 20-30 ft letters. Paul and his team of graffiti removal professionals promptly got to work and had the job done on time and under budget. Kudos to Paul and his team for another job well done!



rock, cinderblock, limestone and brick.

For these situations we recommend coatings specifically designed for the protection of natural building surfaces against graffiti, pollution and grime, such as our World's Best Graffiti Coating. Ideally, coatings should be virtually invisible, long lasting, and guaranteed to work with specified graffiti removal products and techniques.

In the event of any graffiti, the coating must be easily removed without damage to the building surface. For instance, with our WBGC, graffiti is easily removed with a hot water pressure wash, or by using our Bare Brick, Stone & Masonry Graffiti Remover and a rinse with a cold water pressure washer. The coating can then be quickly and seamlessly reapplied for future protection, even if the wall is still damp.

Besides selling to buildings owners after graffiti has been removed, there are many

opportunities to supply and apply this coating in new building construction. In fact, once the coating is applied to a building, removing graffiti is so easy that many contractors will guarantee removals for a year or more.

*John Rose is the founder and developer of Worlds Best Graffiti Removal products and has worked passionately in the graffiti removal industry for the past 30 years. World's Best Graffiti Removal Products are manufactured in Los Angeles CA by Urban Restoration Group US Inc who publish a comprehensive Graffiti Removal Training manual and DVD available to all first time customers.*

*For further information, please visit [www.graffitiremovalinc.com](http://www.graffitiremovalinc.com) or call Adam Kopcho on 818 247 2555. To view a short demonstration video about World's Best Graffiti Coating, visit: [www.graffitiremovalinc.com/our-products/graffiti-removal-products#worlds-best-graffiti-coating](http://www.graffitiremovalinc.com/our-products/graffiti-removal-products#worlds-best-graffiti-coating).*



Filled-in bubble writing on previously coated masonry wall.



Graffiti is removed using just hot water at 2000psi / 2-3gal per minute.