

Cracks in Masonry Walls — and How to Stop It

When a building is new, the walls look solid and stable. But from the first day, those walls are already moving. They expand during hot days, contract at night, absorb moisture during the rainy season, and slowly release it again. These movements are small—but they never stop.

Most conventional wall paints are rigid. They cannot move with the wall, so when the wall shifts slightly, the stress concentrates in the paint film. The result is familiar: fine cracks appear, usually before the wall itself shows visible damage.

Elastomeric wall paints were introduced as a solution. At first, they work well. Their soft, rubber-like nature allows them to stretch and cover small cracks. However, this flexibility is often temporary. After years of sunlight, heat, and weather exposure, the coating gradually hardens. Once that happens, the paint can no longer stretch smoothly. Instead of absorbing movement, it starts to crack, tear, or peel away from the wall.

The real problem is not whether a paint is “flexible” or “hard” on day one—it is whether it can stay flexible and stable over time.

Our wall coating system is designed around this reality.

Instead of being extremely soft at the beginning and aging poorly, it uses a balanced level of hardness and flexibility. This allows the coating to move with the wall without becoming weak, and to remain strong without becoming brittle. As the wall expands, contracts, and develops micro-cracks, the coating absorbs these movements rather than resisting them.

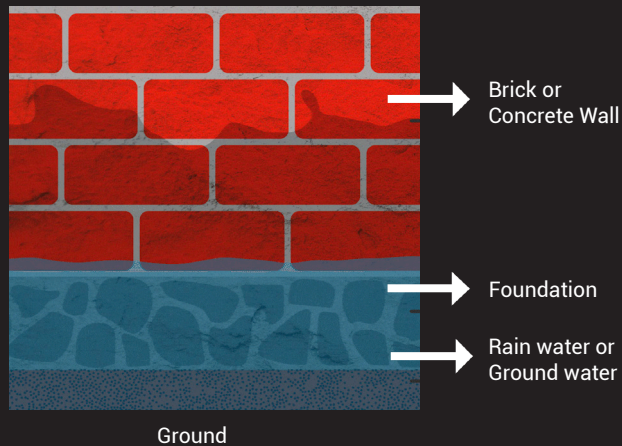
The result is a wall finish that:

- Bridges hairline and micro-cracks
- Maintains elasticity year after year
- Stays firmly bonded to the surface
- Reduces visible cracking and premature failure

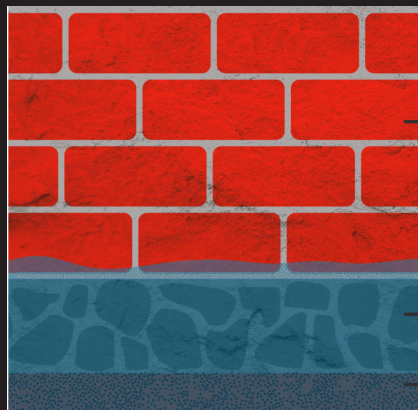


By matching the coating's flexibility to the real behavior of walls, we stop cracks not just when the paint is new—but throughout the life of the building.

Capillary Moisture Rise in Masonry Walls



Result



Drill small ventilation holes,
approximately 5/16"–1/2" in



Why Surface Protection Should Not Be the Moisture Escape Route

Moisture problems in masonry walls are caused by water ingress and capillary rise, not by coatings.

So-called breathable paints allow moisture and salts to pass through the coating, which often leads to chalky surfaces, blistering, peeling, and frequent repainting.

Our approach is different.

By combining an epoxy primer with a UVA Topcoat® ceramic or with the use of our permanent coating system, the wall surface is protected instead of being sacrificed. Moisture is blocked from transporting salts to the surface, while the coating remains durable, UV-stable, and resistant to wear.

Vapor pressure is relieved where it should be — through dedicated wall ventilation or louvre systems, not through coating failure. This controlled moisture relief keeps walls dry internally while preserving a clean, long-lasting exterior finish.

Result:
Less damage. Longer service life. Fewer re-paints. A better long-term solution.