

741 CHOICE

Premium Wood Flooring Adhesive

- Ideal for Solid, Engineered, Parquet & Bamboo Flooring
- Easy Clean Up Off Pre-Finished Floors
- Easy to Trowel Formula
- Zero VOCs, LEED V4 Compliant

FEATURES AND BENEFITS

- 100% solids - no water or solvent
- Non-slump formula to significantly reduce hollow and popping spots
- Mold, mildew & moisture resistant
- Excellent bond strength
- FloorScore® certified by SCS
- Unaffected by freezing temperatures
- VOC-compliant with all federal & state regulations including SCAQMD

ORDERING INFORMATION

- 3.5 Gallon Plastic Pail / 1 Unit Per Package
42.79 lbs. / 36 Pails Per Pallet
Product Code: 7419

Titebond® 741 Choice is a proprietary polymer based wood flooring adhesive. This product provides a tough, flexible and tenacious bond to a variety of substrates. This product was developed to significantly decrease the amount of popping spots in a wood floor. It is easy to trowel and allows for easy cleanup of pre-finished floors. It can also be combined with Titebond 531 or Titebond 531 PLUS Moisture Control Systems to achieve ultimate moisture protection for piece of mind. Elastomeric characteristics allow the adhesive to move with the wood as it expands and contracts during the life of the floor. It has unparalleled green grab, strength development and spreads easily when compared to urethane products. Titebond 741 Choice is most often used to secure solid wood, bamboo, cork and engineered hardwood flooring. It can also be used to install plywood and cork underlayments as well as stone, ceramic tile and marble inlays for residential and commercial applications.



**RAPID
STRENGTH
DEVELOPMENT**

**PROPRIETARY
POLYMER
FORMULA**

**EXCELLENT
INITIAL
GRAB**

Titebond®
THE PRO'S ADVANTAGE™

PHYSICAL PROPERTIES (TYPICAL)

- **Type:** Proprietary Polymer
- **Color:** Off-white
- **Solids:** 100%
- **Flashpoint:** >200°F (Pensky-Martens Closed Cup)
- **Freeze/Thaw stability:** Not affected by freezing
- **Storage life:** 1 year in tightly closed container stored above 60°F
- **Calculated VOC:** 0 g/L (20 g/L during cure)
- **Weight/gallon:** 11.2 lbs.
- **Viscosity:** 100,000 cps

SUBFLOOR PREPARATION

All substrates must be clean, dry, structurally sound, properly cured and free of dirt, oil, paint, old adhesive, wax, sealers and curing agents. General scouring with 20 grit or #3 1/2 open-coat sandpaper will remove most compounds. All loose materials must be vacuumed from the surface after scouring. The subfloor must be flat to a tolerance of 3/16" in a 10' radius. Grinding concrete floors is preferred over the use of filling compounds. If filling/flattening compounds are used, they must be Portland cement based and have a compressive strength equal to or greater than 3000 psi when cured. Moisture level in concrete subfloor will fluctuate. Any cementitious material used must be rated for the highest moisture content possible. Consult the cementitious material manufacturer's application directions. Use of product over light weight concrete and all gypsum based materials requires the use of Titebond Concrete Primer or equivalent prior to application of adhesive.

MOISTURE CONTENT LIMITATIONS

For best results Titebond 741 Choice may be installed on a concrete subfloor with a moisture reading not greater than 3 lbs./1000 sq.ft./24 hours on a Calcium Chloride Test or greater than a reading of 4.5 on a Tramex Concrete Moisture Encounter or 75% RH per an in-situ probe test (ASTM F2170). Moisture readings above these measurements please use Titebond 531 or 531 Plus Moisture Control Systems.

Acceptable conditions of wood substrates are a moisture reading of less than 12% or no more than 4% different from the flooring being installed when using a Tramex, Delmhorst or equivalent wood moisture meter.

If subfloor moisture conditions do not meet above guidelines at the time of flooring installation or they could exceed them at any time after installation, then a Titebond moisture control system should be used.

OPEN TIME

Open time is 25-45 minutes depending on exposure to moisture and temperature.
DO NOT FLASH ADHESIVE!

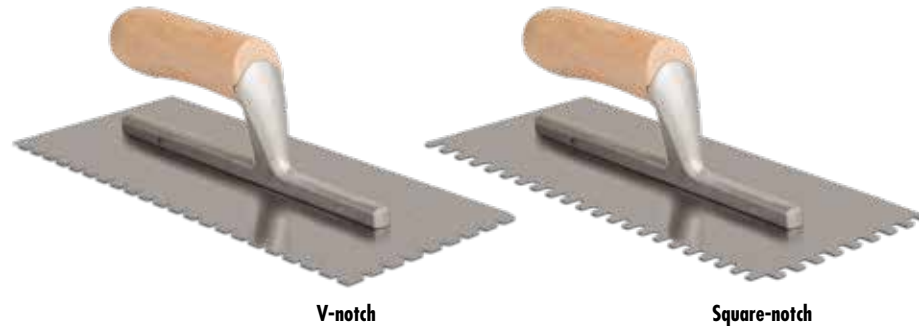
INSTALLATION

Follow all instructions for subfloor preparations. Titebond 741 Choice must be installed using the "wet lay" method. This product cures and builds strength very quickly. Do not trowel more adhesive than can be installed within 30 minutes. Use recommended trowel for installation (see trowel recommendations). In the "wet lay" method the adhesive is not flashed. Begin laying the wood flooring immediately after the adhesive has been troweled. The wood flooring should be installed immediately into the wet adhesive. To reduce slippage, secure the first starter row with Titebond Tape. Remaining planks must be placed firmly into adhesive. Planks which are not flat should be weighted for several hours. Normally, ultimate strength will be reached within 24 hours. Wait at least one day before finishing an unfinished floor. Do not walk on the floor during installation.

Titebond 741 Choice may be used for above-, on- and below-grade applications and on all substrates listed in this specification guide. Please note that because of dimensional stability with solid and bamboo flooring below-grade applications are limited to engineered flooring. All applications are susceptible to moisture and should be tested for moisture prior to installation in several locations within the installation area.

APPLICATION GUIDELINES

TYPE OF FLOORING	TROWEL SIZE	COVERAGE
All engineered plank flooring	3/16" w x 1/4" d x 11/16" c-c (or 1/2" space) V-notch	65 sq. ft. per gallon
Solid flooring & bamboo with a width of 3" or less & 5/8" or less in thickness	3/16" w x 1/4" d x 1/2" c-c (or 5/16" space) V-notch	50 sq. ft. per gallon
Solid flooring & bamboo with a width greater than 3" & 5/8" or less in thickness	3/16" x 3/16" x 3/16" Square-notch	35 sq. ft. per gallon
All parquets measuring less than 3/4" thickness	1/8" x 1/8" x 1/8" Square-notch	65 sq. ft. per gallon

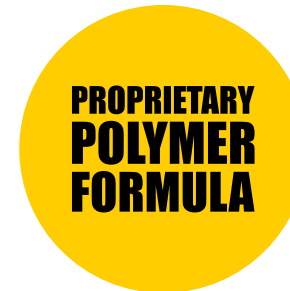


CLEAN UP

Wet adhesive may be cleaned up with a dry towel, a towel soaked with water or mineral spirits, or Titebond Adhesive Remover Cleaning Wipes. Do not allow adhesive to cure on surface of the flooring, tools or equipment. Follow solvent manufacturer's directions when working with solvents. Cured adhesive will be difficult or impossible to remove. For specific cleaning instructions, call Franklin Technical Service at 1.800.347.4583.

IMPORTANT NOTICE: Our recommendations, if any, for the use of this product are based on tests believed to be reliable. Furthermore, nothing contained herein shall be construed as a recommendation to use any product in conflict with existing laws and/ or patents covering any material or use.

WARRANTY: The full warranty for Titebond 741 Choice and all Titebond flooring products can be obtained at www.Titebond.com or by calling 1.800.347.4583.



VISIT WWW.TITEBOND.COM FOR THE MOST UP-TO-DATE PRODUCT INFORMATION



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