

# 741 CHOICE

## Premium Wood Flooring Adhesive

- **Ideal for Solid, Engineered, Parquet & Bamboo Flooring**
- **One Coat Application for Adhesive & Moisture Vapor Control**
- **Easy Removal from Prefinished Floors**
- **Formulated for Easy Troweling**
- **Zero VOCs, LEED V4 Eligible**
- **Excellent Initial Grab - Rapid Strength Development**

### 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. Developed to significantly decrease the occurrence of popping spots in wood floors, it is easy to trowel and allows for easy cleanup on prefinished floors. Its elastomeric characteristics allow the adhesive to move with the wood as it expands and contracts throughout the floor's lifespan. It offers unparalleled green grab, rapid strength development, and easy spreading 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 underlayment, as well as stone, ceramic tile, and marble inlays for residential and commercial applications. Titebond 741 Choice can also be used in a one-coat application to achieve moisture and vapor control. For ultimate moisture protection and peace of mind, it can be combined with Titebond 531 PLUS Moisture Control System.



SPREADS  
EASILY

PROPRIETARY  
POLYMER  
FORMULA

228FT<sup>2</sup>  
ADHESIVE ONLY

123FT<sup>2</sup>  
MOISTURE  
CONTROL

**Titebond**  
THE PRO'S ADVANTAGE

## PHYSICAL PROPERTIES

- **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 at or below 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, curing agents and any material that may inhibit bonding. General scouring with 20 grit or #3 1/2 paper 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. Hollow spots, popping spots and squeaks are related to unevenness in the subfloor. Grinding concrete floors is preferred over the use of filling compounds. If filling/flattening compounds are used, they must be Portland-based cementitious material 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 a concrete primer prior to application of adhesive. Remove all existing base, shoe molding and door thresholds prior to continuing the installation. All door casings must be undercut with either a jamb saw or a hand saw. Use a piece of the flooring as a guide to determine the thickness needed. For ultimate moisture protection, one of Franklin's moisture control systems may be applied before using this product.

## MOISTURE CONTENT LIMITATIONS

Titebond 741 Choice adhesive may be installed on a concrete subfloor with a moisture reading not greater than 3 lbs./1000 sq.ft./24 hours (15 lbs for adhesive and moisture vapor protection, 90% RH\*) on a Calcium Chloride Test or 75% RH per an in-situ probe test.

\*Note: For hollow-backed products, do not use this product for adhesive and moisture vapor protection. Full, 100% coverage, necessary for effective protection, cannot be achieved with hollow-backed surfaces.

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 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 the flooring manufacturer's instructions and choose one of the installation application techniques below. Due to limitations with solid and bamboo wood flooring (lack of dimensional stability), "below-grade" installations are limited to engineered hardwood flooring. This adhesive cures rapidly. Please see open time.

## TITEBOND 741 CHOICE FOR ADHESIVE, MOISTURE AND VAPOR CONTROL INSTALLATION

When using this method, follow all previous instructions for subfloor preparations. Be sure to obtain the correct trowel. Trowel product with the correct trowel and immediately install the wood flooring into the wet adhesive. To reduce slippage, secure the first two starter rows with starting blocks fastened to the substrate or wedges against starting wall. Remaining planks must be placed firmly into adhesive. Planks that are not flat should be weighted for several hours. Complete, 100% adhesive coverage, with no voids, is required to qualify for the all-in-one


installation warranty. Product is formulated to cure rapidly. Open time depending on relative humidity is 25-45 minutes. Be sure to seat the flooring into the adhesive firmly. Any low or high spots may cause voids in the adhesive and void the warranty. Roll the floor with a 150 lb. roller within 30 minutes of application to assist in creating a continuous layer to ensure total coverage and protection for moisture control. **If installing a product with a hollow back, STOP!** You will not achieve the 100% coverage required for the moisture warranty. Use Titebond 741 Choice OVER installation of Titebond 531 Plus instead.


## TITEBOND 741 CHOICE ADHESIVE ONLY INSTALLATION


Trowel the adhesive as described above, using the correct trowel as determined by type of flooring. **NOTE:** Do not walk on the floor during the installation. You should not work on top of the wood. Normally, ultimate strength will be reached in 24 hours. Wait at least 1 day before finishing an unfinished floor. Do not trowel more adhesive than can be covered within 30 minutes. To reduce slippage, secure the first row using Titebond Wood Flooring Tape. Titebond 741 Choice can be used in conjunction with Titebond 531 Plus Moisture Control System for an installation with NO MOISTURE LIMITATIONS.

## APPLICATION GUIDELINES

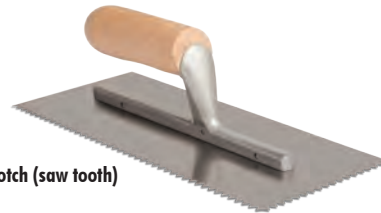
TYPE OF FLOORING	TROWEL SIZE	COVERAGE
All engineered plank flooring .....	1/4" x 3/16" V-notch (saw tooth) .....	35 sq. ft. per gallon
Solid flooring & bamboo up to 5/8" .....	1/4" x 1/4" V-notch (saw tooth) .....	30 sq. ft. per gallon
All solid, hollow-backed flooring.....	1/4" x 1/4" x 1/4" Square-notch .....	20 sq. ft. per gallon
<b>ADHESIVE ONLY INSTALLATION</b>		
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" x 1/4" 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" or less & 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

 V-notch

 Saw Tooth

 Square-notch

Clean trowel often to prevent adhesive build-up



V-notch (saw tooth)



V-notch



Square-notch

## CLEANUP

Wet adhesive cleans up with a dry towel or a towel soaked with water or mineral spirits. NOTE: Cured adhesive is difficult 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](http://www.Titebond.com) or by calling 1.800.347.4583.

**RAPID  
STRENGTH  
DEVELOPMENT**

**PROPRIETARY  
POLYMER  
FORMULA**

**EXCELLENT  
INITIAL  
GRAB**

VISIT [WWW.TITEBOND.COM](http://WWW.TITEBOND.COM) FOR THE MOST UP-TO-DATE PRODUCT INFORMATION



**Franklin International**

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