



# The Beauty of TEX•COTE® Since 1961

**T**extured Coatings of America, Inc. has been leading the industry in the care of homes just like yours for nearly 50 years. Today we operate manufacturing plants in California and Florida, and distribution facilities throughout the world.



PLATINUM



Now it leads the industry again with the Patented **TEX•COTE® COOLWALL®** System...*the only vertical wall coating tested and proven by the U.S. Department of Energy to save up to 21.9%\* in cooling costs. (Percentage of savings are based on the DOE study which showed savings ranged from 4.2-21.9%).*



\*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcotehomes.com](http://www.texcotehomes.com)

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US Patent No. 7157112





# The Same Trusted Weather-Fighting Technology That Protects These Structures Is Now Available for Your Home...

PLATINUM

Textured Coatings of America, Inc. has Been helping architects, builders, and engineers beautify and protect some of the most recognizable structures throughout the world for almost five decades. Our products are so trusted, even the F.A.A. and U.S. Military use them.



Retail



Transportation



Commercial



Schools



West Palm Beach International Control Tower



Orlando International Control Tower



Atlanta Hartsfield International Control Tower



Northwest Florida Beaches International Control Tower

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# Some of the Most Recognized Companies In the World Trust the Protection That TEX•COTE® Products Provide

- AMERICAN EXPRESS
- AT&T
- BALLY'S GRAND HOTEL, LAS VEGAS
- BECHTEL CORP.
- BEKINS
- BENNIGAN'S RESTAURANTS
- BRIDGES
- BUDGET RENT-A-CAR
- CALIF. FEDERAL SAVINGS & LOAN, L.A.
- CBS
- CHEVRON
- CLEMSON UNIVERSITY, SOUTH CAROLINA
- COCA-COLA
- COCO'S RESTAURANTS
- DATSUN
- DAYS INNS
- DEL WEBB HOTELS
- DOW CHEMICAL
- DULLES AIRPORT, WASHINGTON D.C.
- EDWARDS AIR FORCE BASE, CA
- FEDERAL HIGHWAYS
- FOREST HILL VETERANS HOSPITAL, AUGUSTA, GA
- FORT MACARTHUR, GA
- FORT LAUDERDALE INTERNATIONAL AIRPORT
- FREDERICK'S OF HOLLYWOOD
- GENERAL ELECTRIC
- HARRAH'S, LAKE TAHOE
- HILTON HOTELS
- HOLIDAY INNS
- HOLLYWOOD ROOSEVELT HOTEL, L.A.
- HOLLYWOOD SIGN
- HOME DEPOT
- HYATT REGENCY HOTEL, HEMMETER CENTER, WAIKIKI
- IKEA
- J.C. PENNEYS
- JERRY LEWIS CINEMA
- KASH 'N KARRY STORES
- KOHL'S
- KOREAN AIR LINES
- KPIX-TV, SAN FRANCISCO
- KROGER FOOD STORES
- KUILIMA HOTEL, HAWAII
- L.A. COLISEUM
- LA QUINTA HOTEL
- LA QUINTA MOTOR INNS
- L.A. SHERATON GRANDE HOTEL
- L.A. UNIFIED SCHOOLS
- LORD & TAYLOR DEPT. STORES, MIAMI
- LOWE'S
- LUCKY LAGER BREWING
- MARRIOTT HOTELS
- MCDONALD'S RESTAURANTS
- THE MINT HOTEL, LAS VEGAS
- MOBIL
- NORTON AIR FORCE BASE, CA
- OLYMPIC STADIUM, SEOUL, KOREA
- PEMEX OIL, MEXICO
- RAMADA INN
- RITZ CARLTON HOTEL, NAPLES, FLA.
- RIVER FRONT STADIUM, CINCINNATI
- ROYAL PALACE HOTEL, HONOLULU
- SAFEWAY STORES
- 7-11 STORES
- SHELL OIL
- SHERATON HOTEL, ST. LOUIS, MO
- SHERATON WALKER HILL HOTEL, SEOUL, KOREA
- SHRINERS HOSPITAL, L.A., CA
- STATE CAPITOL, SACRAMENTO, CA
- STATE HIGHWAY DEPTS.
- SUNSHINE SKYWAY BRIDGE, TAMPA, FLA.
- TARGET
- TAMAGAWA UNIVERSITY, TOKYO
- TEXACO
- TLATELOLCO HOUSING PROJECT, MEXICO CITY
- TOMMY TROJAN, USC UNIVERSITY
- DOHA SHERATON HOTEL, UNITED ARAB EMIRATES
- UNIVERSITY OF TEXAS AT EL PASO
- U.S. COURTHOUSES
- U.S. FEDERAL BUILDINGS
- U.S. MILITARY BASES
- U.S. POST OFFICE, MIAMI
- WATERGATE HOTEL, WASHINGTON, D.C.
- WEISFIELD'S JEWELERS
- WELLS FARGO BANK
- WESTVIEW TOWERS, KNOXVILLE
- WRIGHT PATTERSON AIR FORCE BASE, OHIO

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# TEX•COTE® Has Been Featured in the News...In Magazines, Radio and Television

PLATINUM

- Los Angeles Times
- Industrial Maintenance & Plant Operations
- CM Management
- Modern Paint & Coating
- Painting & Wallcover Contractor
- Chain Merchandiser
- Metromedia's KTTV
- CBS KCBS-TV
- ABC KABC-TV
- NBC KNBC-TV
- KTLA-TV
- Daily Variety
- Hollywood Reporter
- Tampa Tribune

- David Horowitz's "CloseUp"
- David Horowitz's "Fight Back" Television Show
- KFWB's Cleve Hermann At Large In L.A.
- Mobile/Manufactured Home Merchandiser

- American Paint & Coating Journal
- Streater Times-Press
- Glendale News-Press
- Burbank Review
- Building Services Contractor
- Cable News Network
- Western Paint & Decorating

- Housing Builder
- Virginia Contractor
- Commercial Renovation
- Apartment Owner Builder
- Florida Construction News
- Michigan Contractor & Builder
- York Dispatch
- Ontario Report
- KCOP-TV



- Yuma Sun
- Bend Bulletin
- CBS Radio
- KFI Radio
- Contra Costa Times
- Milwaukee Journal
- United Press International
- Hollywood Independent
- Building Products Digest
- Merchant Magazine
- Deutscher News Agency
- Buildings Magazine
- PCI

- Decorating Retailer
- Elastomerics
- Building Guide
- Florida Builder
- Decorative Products World
- Architectural Products
- KNX-Radio
- Walls & Ceilings

- Cleaning Management
- Dixie Contractor
- Channel 11 News
- KFAC's Executive Report
- American Painting Contractor
- Building Operating Management

- Desert Sun
- Log Home
- Maintenance, Building and Management
- Dodge Construction News
- California Builder & Engineer
- IMPO Magazine
- Metal Building World
- Contractor's Guide

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# There Is Even a TEX•COTE® Day in California!

PLATINUM

- Board of Supervisors Commendation



- City of Los Angeles Proclamation



- City Council Resolution

*“Invaluable contribution to the preservation of landmarks, federal and state highways, government projects, hotels, schools and homes.”*

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# Tests Prove the Incredible Protection, Beauty and Energy Savings of TEX•COTE®

PLATINUM

- Freeze-thaw resistance
- Accelerated weathering
- Impact resistance
- Abrasion resistance
- Salt-spray (fog)
- Flame spread (class A fire rating)
- Alkali resistance
- Fungus resistance
- Solar reflectivity
- Resistance to wind driven rain
- Color stability storage stability
- Vapor-moisture permeability
- Water repellency
- Tensile strength
- Flexibility
- Elongation
- Appearance
- Drying time
- Ultra violet exposure
- Reflectance value
- Resistance to sagging
- Adhesion to damp surfaces
- Moisture resistance
- Ultra violet soak test
- Documented cooling savings of up to 21.9% (Percentage of savings are based on the DOE study which showed savings ranged from 4.2-21.9%)\*
- Surface temperature reductions of up to 40° F\*

From Independent Laboratories to the U.S. Department of Energy



- Blocks efflorescence
- Revolutionary IR reflective technology resists heat build-up reducing temperatures

only from



\*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcotehomes.com](http://www.texcotehomes.com)





# TEX•COTE® ...Strong Enough to Stop Hurricane-Force Rains...

**H**urricane-force rains can drive their way through conventional paint products, but because TEX•COTE® is fortified with the water-repelling ingredients of Hydro Phobic Pigment (HPP) and Hydro Phobic Resins (HPR), your home is protected against water intrusion.



*A 98-mile per hour wind-driven rain test (Federal Spec TTC555B) proves the ability of the TEX•COTE® COOLWALL® Systems to repel water.*

*During Hurricane Charley in 2004, TEX•COTE® helped shield the Orlando Tower from the destructive force of 100-mile per hour winds.*

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## The COOLWALL® System Now Includes Industry-Leading Kynar Aquatec® PVDF Technology in its Formulation

The COOLWALL® System now includes Kynar Aquatec® PVDF resin in its formulation. Arkema, Inc., the only supplier of Kynar® PVDF technology in the U.S., has been producing industry and specialty chemicals since the 1800s. The addition of Kynar Aquatec® to the COOLWALL® System increases the resin level in its formulation and leads to greater strength, durability, gloss retention, mold, mildew and fade resistance.



**KYNARAQUATEC®**  
BY ARKEMA

 **TEX·COTE®**  
TEXTURED COATINGS OF AMERICA, INC.

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PLATINUM





Nearly as Tough as TEFLON®!

The chemical make-up of the Kynar® PVDF resin is very closely related to the chemical make-up of a Teflon® coating resulting in the following inherent properties similar to that of a Teflon® finish:

- Hard finish with low water absorption and low surface tension
- Non-stick properties
- Enhanced chemical resistance
- Enhanced heat resistance
- Increased reflectivity



**KYNARAQUATEC**  
BY ARKEMA

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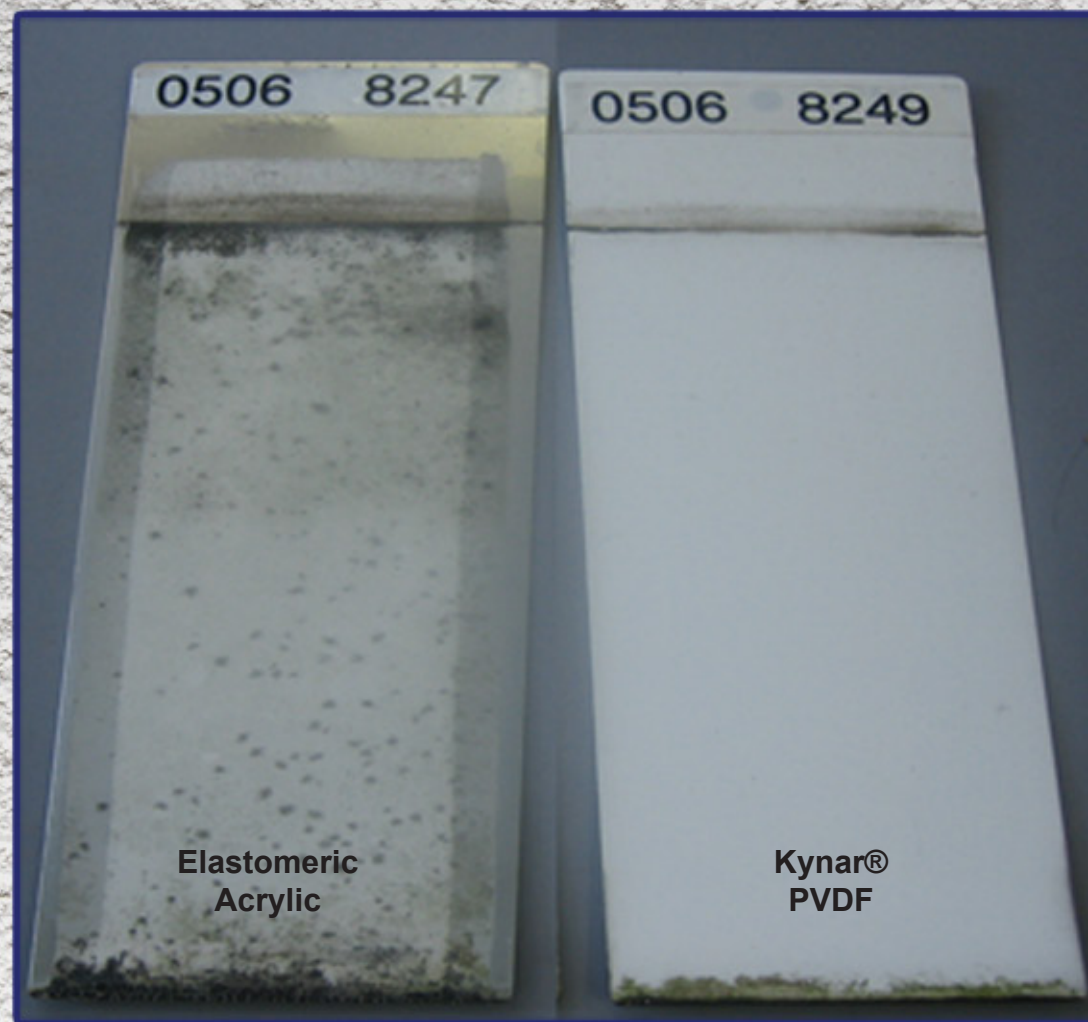
PLATINUM





Incredible Resistance to Mold, Mildew,  
and Dirt Pick-Up!

The Kynar® PVDF resin is a natural barrier to mold, mildew, and dirt pick-up due to its low water absorption and low surface tension. These properties are inherent in the Kynar® resin so they last the lifetime of the coating and will not leach out over time as mildewcides do in conventional paint. The COOLWALL® formula already has one of the highest levels of mildewcides on the market. Now with the addition of the Kynar® PVDF technology, the inherent resistance to mold, mildew, and dirt pick-up will last for the lifetime of the coating.



Aluminum Panels with White Coatings in  
Florida with 10 Years Weathering

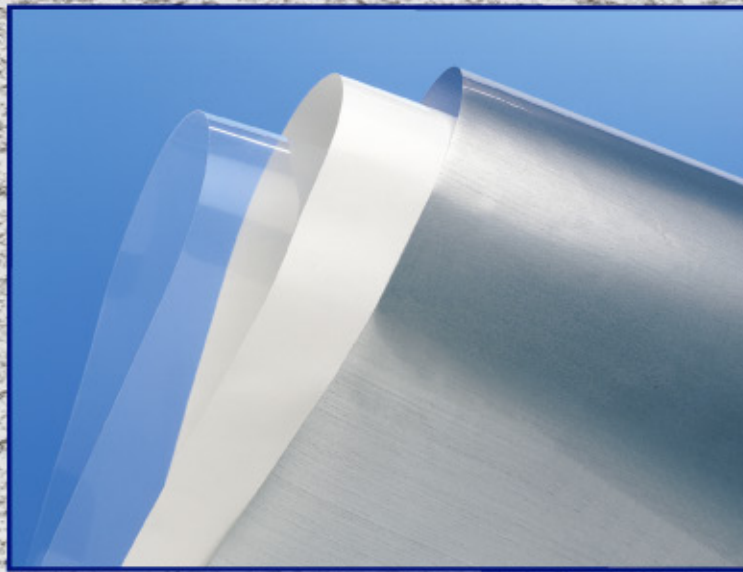
PLATINUM







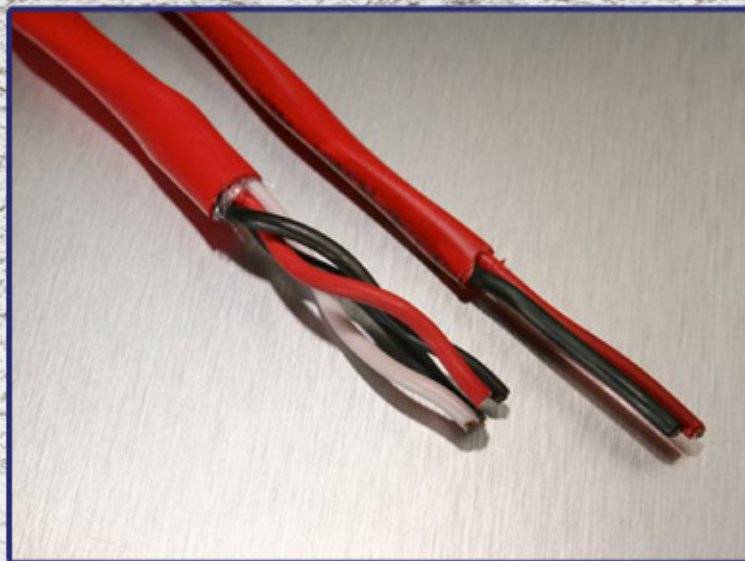
## Other Uses of Kynar®



Protective Films



Solar/Photovoltaic



Fiber Optic Cable



Architectural Finishes

**KYNARAQUATEC®**  
BY ARKEMA

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PLATINUM



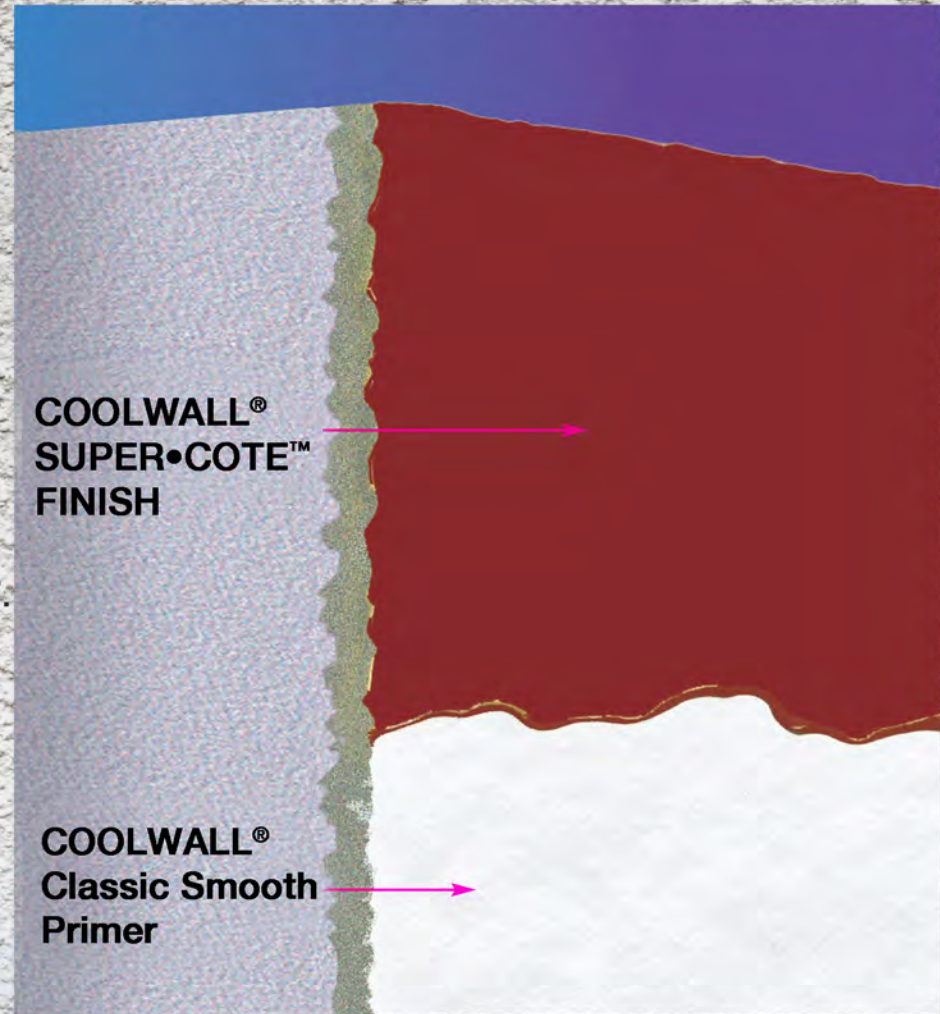


# The Double-Armor Protection of TEX•COTE'S® Smooth Coating Process

*Combining the Ultimate in Weather Protection and Energy Savings for Your Home.*

## ***How It Works:***

- A tremendous adhesion is created between the plasticized acrylic-based resin in the smooth primer and the pure acrylic resin finish coat.
- The COOLWALL® **Heat Reflective Finish** reflects infrared radiation back in to the atmosphere, leading to reduced surface temperatures, increased product life cycle and superior fade resistance.
- COOLWALL® Classic Smooth Primer is also fortified with Hydro Phobic Pigment (HPP) and Hydro Phobic Resins (HPR) that actually repel water.



After COOLWALL®



Before COOLWALL®

only from





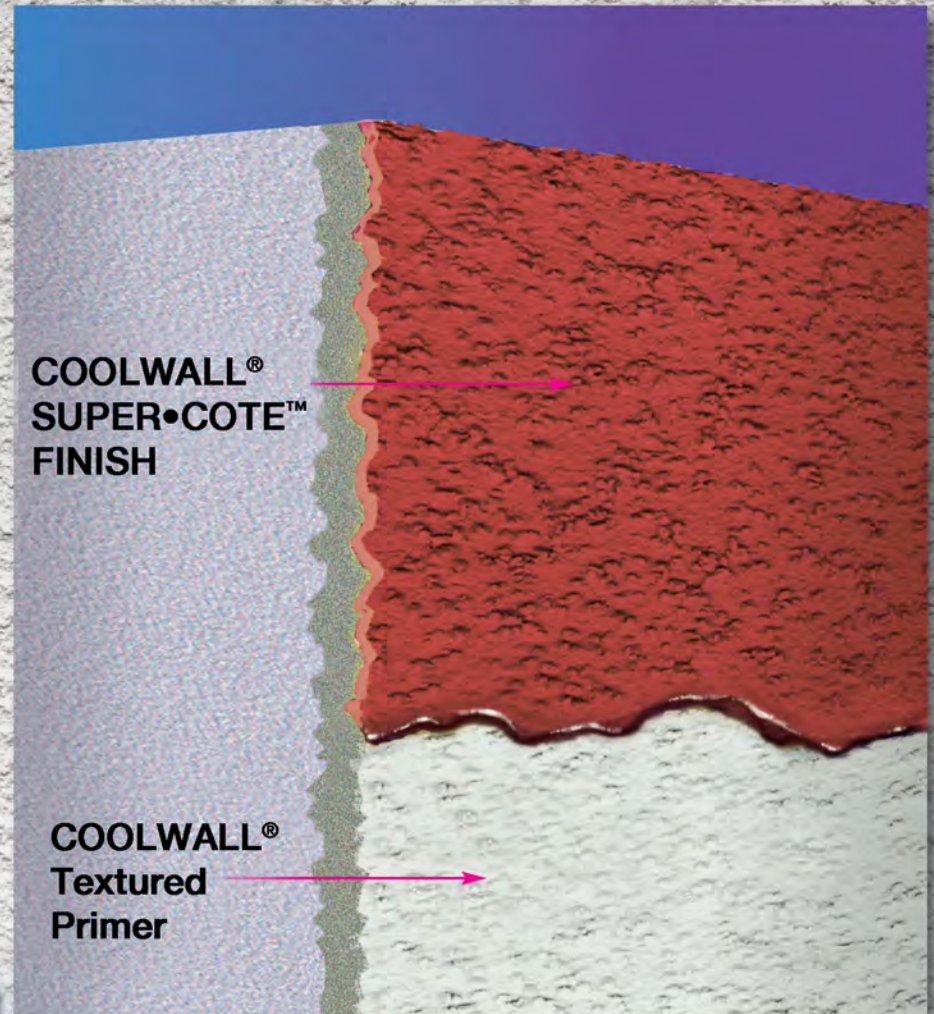


# The Double-Armor Protection of TEX•COTE'S® Textured Coating Process

*Combining the Ultimate in Weather Protection and Energy Savings for Your Home.*

## How It Works:

- A tremendous adhesion is created between the plasticized acrylic-based resin in the textured primer and the pure acrylic resin finish coat.
- The COOLWALL® **Heat Reflective Finish** reflects infrared radiation back in to the atmosphere, leading to reduced surface temperatures, increased product life cycle and superior fade resistance.
- COOLWALL® Textured Primer is also fortified with Hydro Phobic Pigment (HPP) and Hydro Phobic Resins (HPR) that actually repel water.



Before COOLWALL®



After COOLWALL®

only from





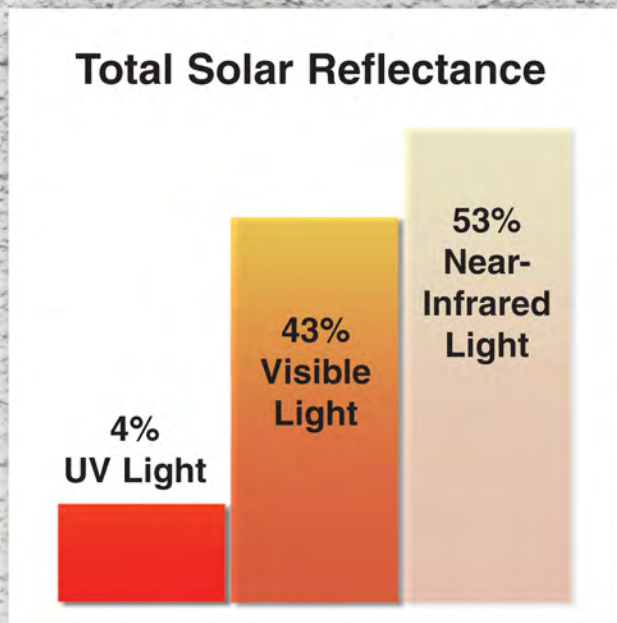


# How COOLWALL® Works... Total Solar Reflectance.

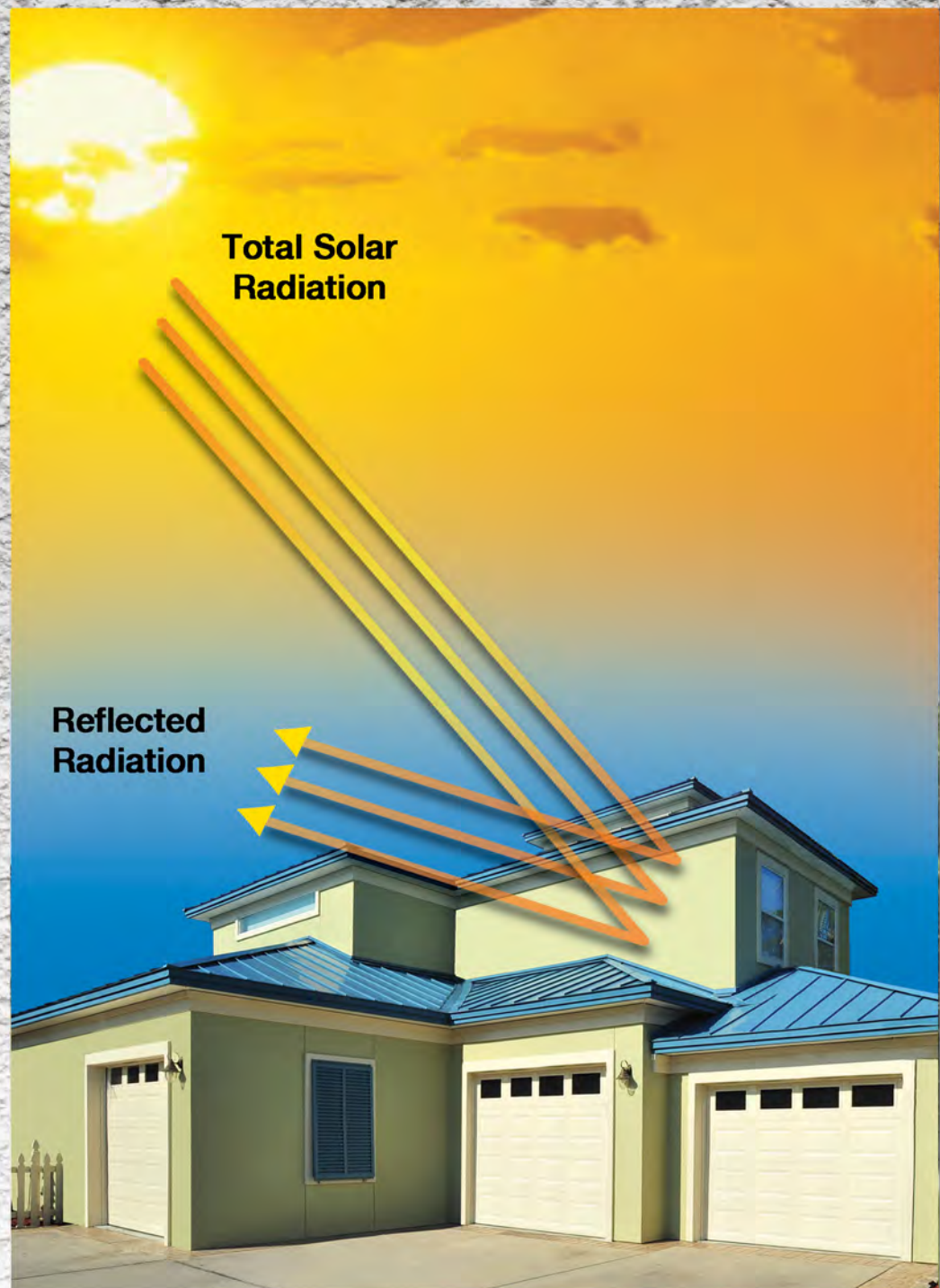
On a hot day, the sun beats down on all of your home - not just the roof, but the walls as well. This solar radiation not only makes you hot and uncomfortable, it also costs you money. Here are some energy facts to consider:

- A dark-colored home absorbs as much as 90% of the solar radiation that strikes it!
- All colors absorb solar radiation, even white
- A typical central air-conditioning system is equivalent to burning 35, 100-watt light bulbs every hour!
- Cooling even a moderate-size house in some areas of the country can require over 1500 hours of air-conditioning operation per year.

\*Based on an 1100 sq. ft. home.



COOLWALL® reduces the effect of the largest portion of the light spectrum, near-infrared light. COOLWALL® is able to keep the surfaces of a structure cooler in the same color by dealing with the invisible portion of the light spectrum and reflecting the heat back into the atmosphere. With this technology, COOLWALL® keeps even dark colors cool.



Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcotehomes.com](http://www.texcotehomes.com)

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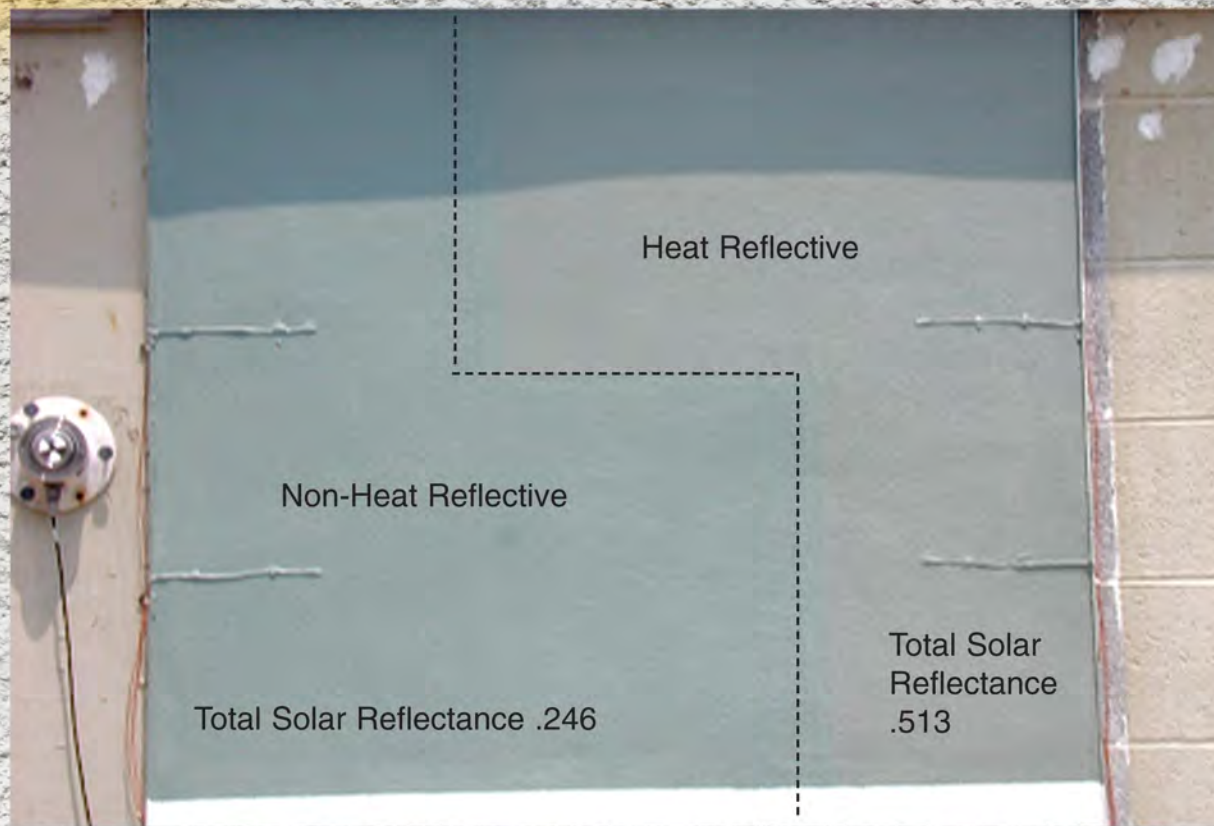






# Tests Conducted by the U.S. Department of Energy Show COOLWALL® Reduces Energy Consumption

PLATINUM



*COOLWALL's® Revolutionary Heat Reflective Technology helps lower home cooling costs by as much as 21.9%\* (Percentage of savings are based on the DOE study which showed savings ranged from 4.2-21.9%).*

## Cooling Costs

**21.9%\* Savings**

With  
**COOLWALL®**

Without  
**COOLWALL®**

U.S. Department of Energy Test Wall



In controlled testing by the U.S. Dept. of Energy, Total Solar Reflectance for the TEX•COTE® COOLWALL® Coating System was measured at 0.513 compared to traditional coating in the same color at only 0.246



\*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcotehomes.com](http://www.texcotehomes.com)

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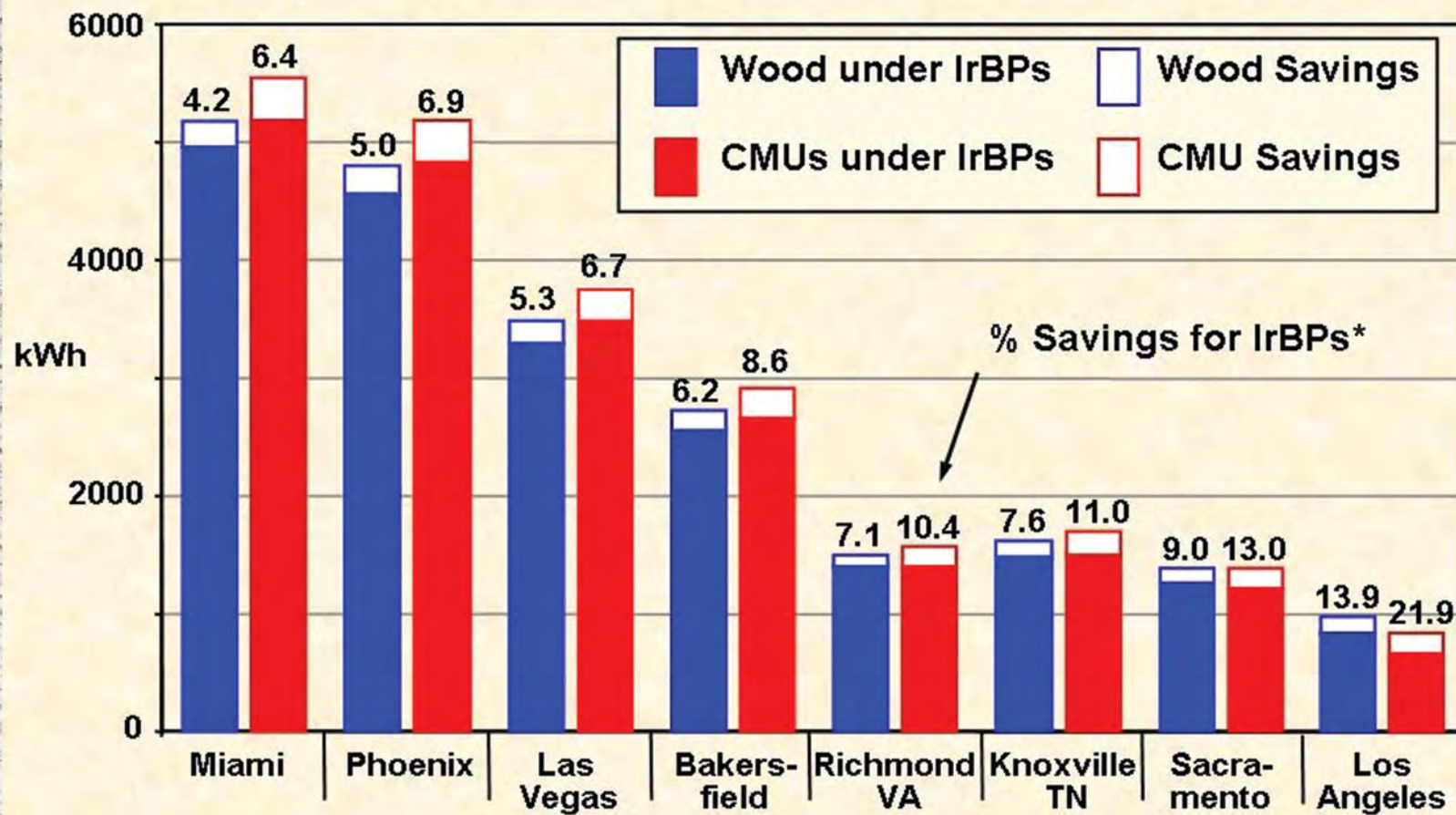


# Proven Energy Savings Across the Country

PLATINUM

U.S. Department of Energy results prove that TEX•COTE® COOLWALL® will help homeowners save on cooling bills\*

- Cooling a 1100 ft<sup>2</sup> ranch house in various climates



OAK RIDGE NATIONAL LABORATORY  
U. S. DEPARTMENT OF ENERGY



50

\*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcotehomes.com](http://www.texcotehomes.com)

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**TEX•COTE® COOLWALL® System was chosen in 2010 as the exclusive exterior coating for four energy efficient research homes built by ZEBRAlliance.**

PLATINUM



**Andre Desjarlais**  
Group Leader at the U.S. D.O.E.'s  
Oak Ridge National Laboratory

**Jay A. Haines**  
President / C.E.O. at  
Textured Coatings of America, Inc.

ZEBRAlliance, (Zero Energy Building Research Alliance) an alliance maximizing cost-effective energy efficiency in buildings, is both a public-private research project and a multi-faceted energy-efficiency education campaign. The founders of the public-private alliance include Schaad Companies and Oak Ridge National Laboratory along with the Tennessee Valley Authority, the Department of Energy, BarberMcMurry Architects and many industry partners.

When asked why COOLWALL® was chosen as the exclusive exterior coating for the project, Andre Desjarlais (Group Leader at the U.S. Department of Energy's Oak Ridge National Laboratory), replied "Most of these colors have solar reflectances that are double that of traditional pigments".



**Andre Desjarlais**  
Group Leader at the U.S. D.O.E.'s  
Oak Ridge National Laboratory

**Jay A. Haines**  
President / C.E.O. at  
Textured Coatings of America, Inc.



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# It Protects the Military... Now It Can Protect Your Home

The same Heat Reflective technology in COOLWALL® is used by our military to cool ships, reflect heat and provide our stealth bombers with reduced radar signature.

With  
COOLWALL®  
Technology

2

Without  
COOLWALL®  
Technology

1

Heat reflective technology was originally developed to help reduce the "heat signature" of planes, tanks and other vehicles in our armed forces. That means an enemy is less able to find these vehicles by sensing the heat that they emit.

only from



**TEX•COTE®**  
TEXTURED COATINGS OF AMERICA, INC.





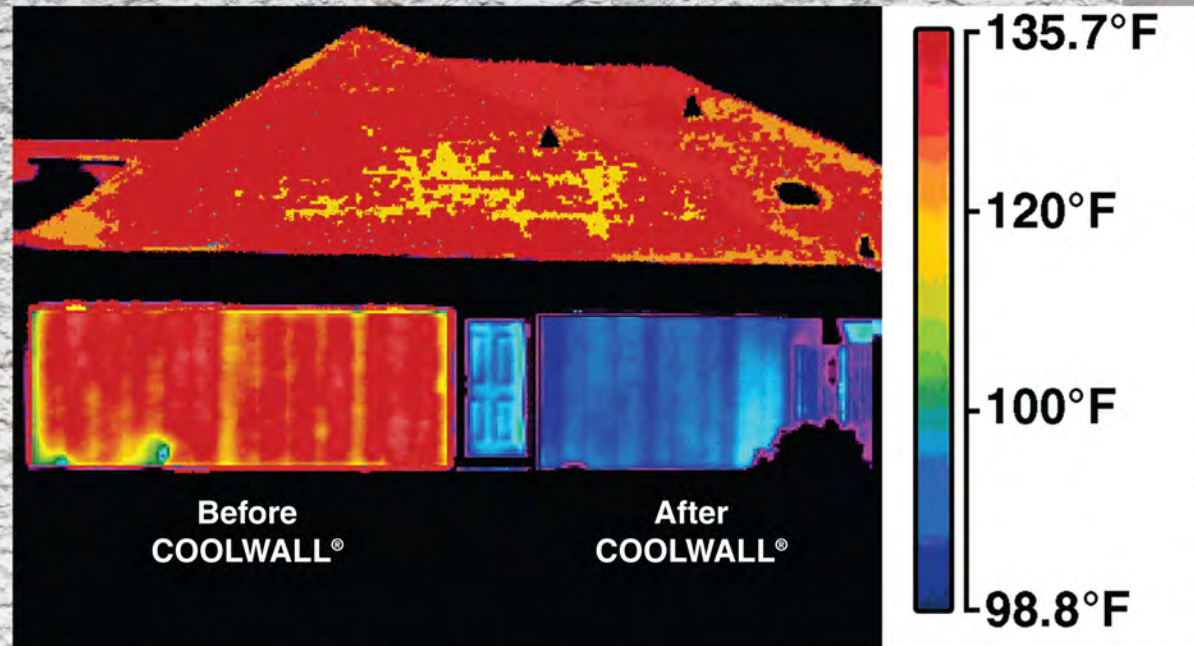
# Infrared Photography Proves That COOLWALL's® Patented Technology Reduces Heat Build-Up On Exterior Walls

PLATINUM

Tests prove that TEX•COTE® COOLWALL® can reduce exterior wall temperatures when compared to traditional paint in the same color.\*



Before infrared photography



After image captured with infrared photography proves COOLWALL's Revolutionary Heat Reflective Qualities with a difference of up to 37° F.\*

\*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcotehomes.com](http://www.texcotehomes.com)

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# TEX•COTE® COOLWALL® with FADE BLOCK™ Technology

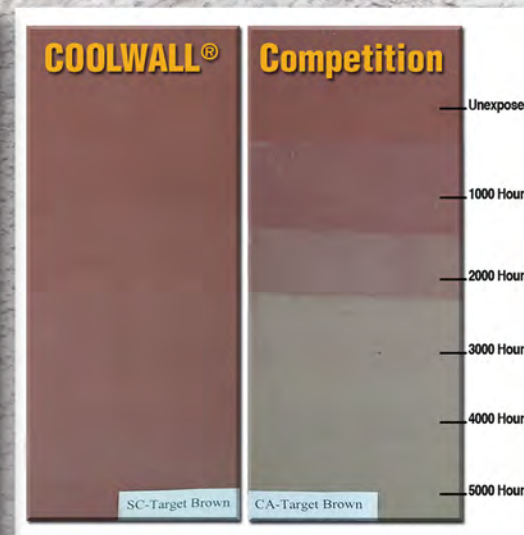
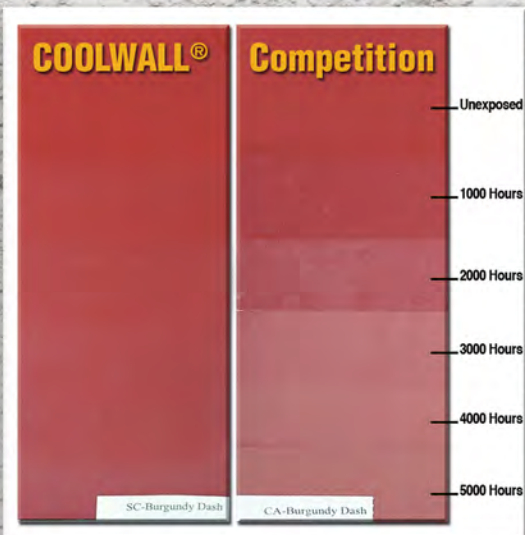
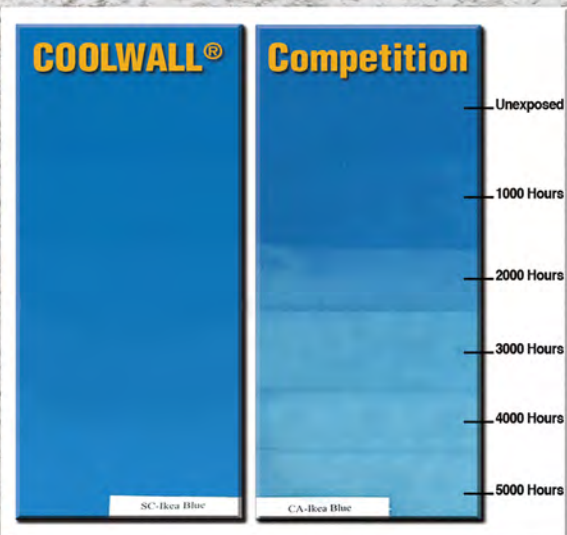
PLATINUM

TEX•COTE® COOLWALL® Coating Systems regularly undergo accelerated weathering tests comparable to those used on today's advanced automotive paints.

- Tests simulate the harshest weather conditions.
- Accelerated weathering with 5000 hours of testing is equivalent to approximately 10-12 years of Southern exposure (much longer in Northern climates). Every 1,000 hours is equivalent to 2-3 years of exposure.



In controlled weather testing facilities, TEX•COTE® Systems are constantly exposed to the most extreme conditions.



5000 hours of testing - equivalent of 10-12 years of Southern exposure (much longer in Northern climates). Every 1,000 hours is equivalent to 2-3 years of exposure.

only from







# COOLWALL® Even Helps Dark Colors Stay Cool and Fade Resistant

**B**ecause COOLWALL® helps reflect solar radiation that can fade colors, even dark colors stay cooler and dark longer.

*Over 570 heat reflective colors to choose from!*

*Now you can choose the color you want for your home without the worry of fading.*

*Now you can pick a color other than white to keep your home cool.*

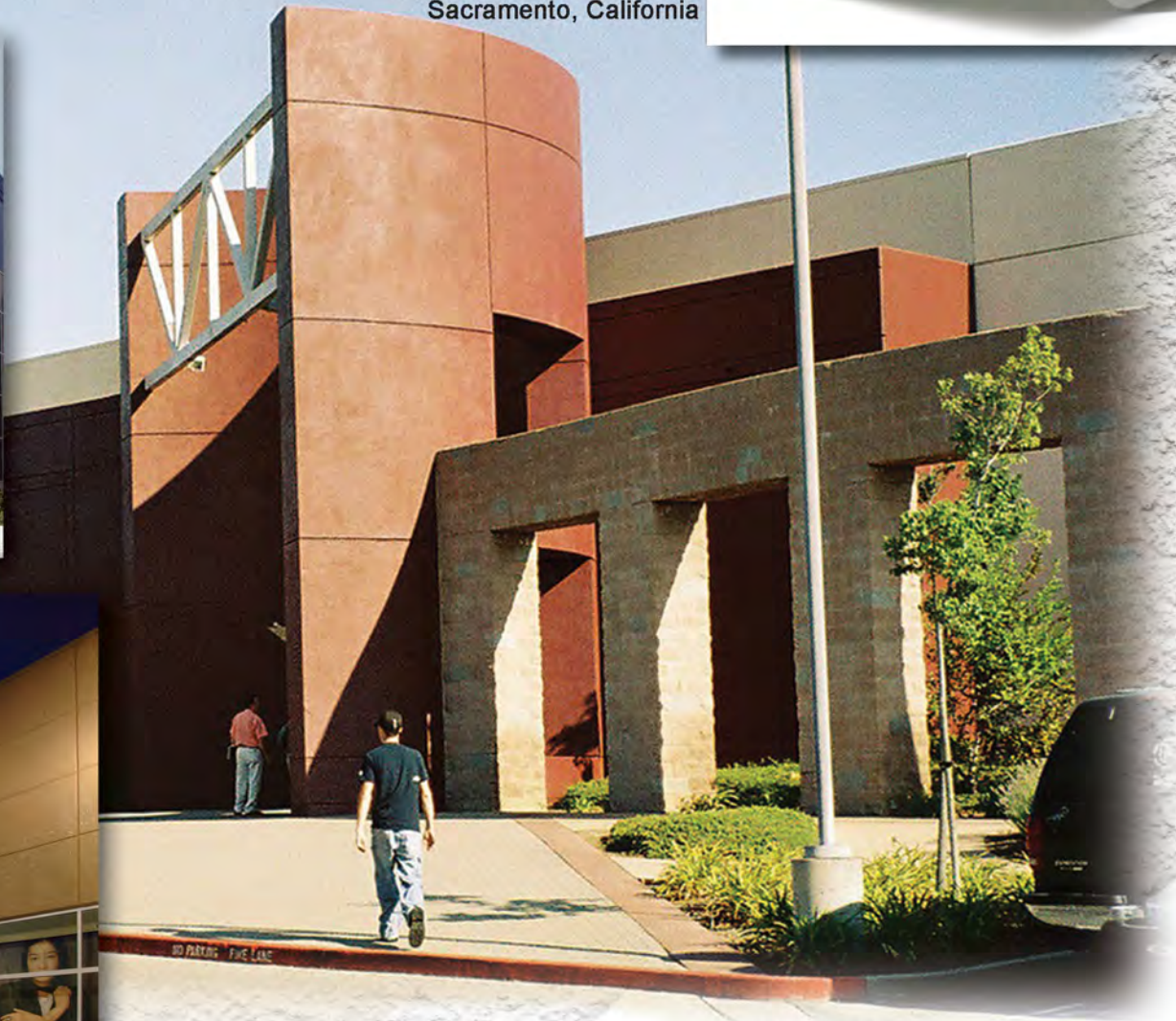


Apple Headquarters,  
Sacramento, California

IKEA Store, Sunrise, Florida



Kohl's Store, Panama City, Florida



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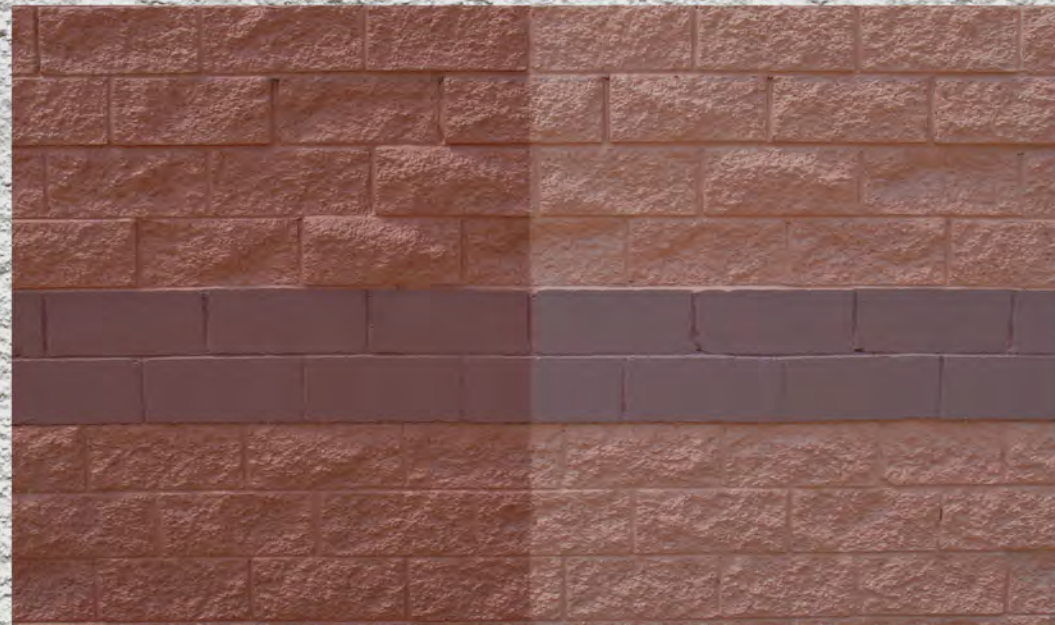






# See the Difference COOLWALL's® Heat Reflective Finish Makes After Only Twelve Months of Exposure.

At TEX•COTE®, we constantly examine the durability of our products with our own test wall. At the time of application, both sides of each color matched identically, but after approximately 12 months of real time sun exposure the non-heat reflective side has already faded dramatically. The COOLWALL® side remains unaffected by the sun's destructive rays. Increased reflectivity and the extended product life-cycle equal a reduction in the carbon footprint making this a true green exterior wall coating system.



COOLWALL® Heat-Reflective Finish

Non Heat-Reflective Finish



COOLWALL® Heat-Reflective Finish

Non Heat-Reflective Finish



only from







# A High Performance Exterior Coating System That is Specially Formulated for Life-Long Beauty, Protection...and Energy Savings!



Chipping



Flaking



Peeling

## Compared to ordinary paint, **TEX•COTE®**:

- Continues to protect your home long after paint has failed
- On average is 100% more reflective than paint
- Is considerably thicker than paint

## Plus, it's warranted for as long as you own your home against:

- Chipping
- Flaking
- Peeling

## **TEX•COTE®** shields your home against:

- Moisture
- Wind-driven rain
- Frost
- Snow
- Acid rain
- Ultraviolet rays
- Freeze-thaw conditions



only from







**COOLWALL® can help you save thousands of dollars in maintenance expenses over the life of your home.**

- Unlike the endless cycles of maintenance and expense associated with house paint, COOLWALL® doesn't require reapplication and is warranted for as long as you own your home.
- COOLWALL® provides superior resistance to both fading and peeling.

## PAINTING YOUR HOUSE WILL COST THE MOST OVER THE LONG RUN

Based on an 1,800 sq ft house with no cost increases in labor or materials

Years Between Paintings	3 YEAR PAINT JOB Cheap Handyman or Student Who Knows What You Will Get? \$3,000	5 YEAR PAINT JOB Licensed Painting Contractor Spot Prime and Apply 1 Coat \$6,000	7 YEAR PAINT JOB Licensed Premium Painter Strip, Sand, Full Prime Apply 2 Coats \$9,000
Now	\$3,000	Now \$6,000	Now \$9,000
3 yrs	\$6,000	5 yrs \$12,000	7 yrs \$18,000
6 yrs	\$9,000	10 yrs \$18,000	14 yrs \$27,000
9 yrs	\$12,000	15 yrs \$24,000	21 yrs \$36,000
12 yrs	\$15,000	20 yrs \$30,000	28 yrs \$45,000

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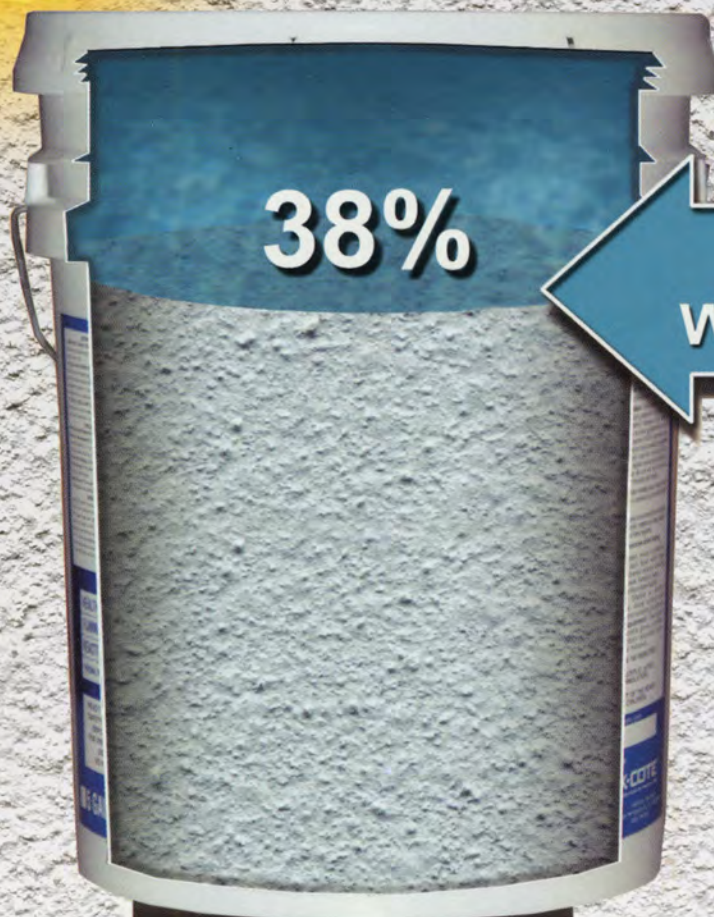


# Compare TEX•COTE® COOLWALL® With Ordinary Paint

PLATINUM

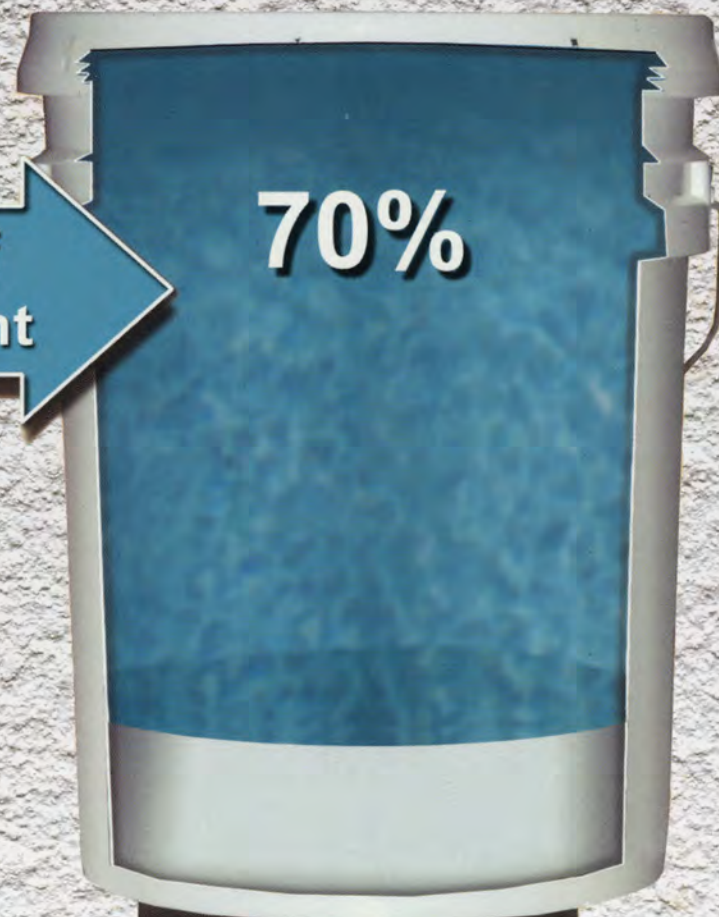
**COOLWALL®**

**LATEX PAINT**



**38%**

Percentage of  
Water by Weight



**70%**

The DRY FILM thickness of TEX•COTE® COOLWALL® is many times thicker than traditional paint! Actual film thicknesses magnified 15 times.



**TEX•COTE® COOLWALL®**



**PAINT**

*The higher solids content of TEX•COTE® COOLWALL® provides up to 600% more coating on the surface and is enhanced with a revolutionary Heat Reflective Technology for surface temperature reduction and long term protection.*

only from







# The Patented TEX•COTE® COOLWALL® 10 Step Application Process

PLATINUM

STEP  
1

## INSPECTION

**Procedure:**

- A complete inspection of your home's exterior.

**Results:**

- Reveals surface deterioration including chipping, flaking, peeling and suspect areas.



STEP  
2

## TRENCHING

**Procedure:**

- Trench around perimeter of home where possible.

**Results:**

- Inhibits capillary action of ground moisture.
- Helps eliminate costly repairs from decay at foundation.



only from







# The Patented TEX•COTE® COOLWALL® 10 Step Application Process

STEP  
3

## PRESSURE WASHING

### Procedure:

- Entire house is cleaned using powerful, pressure cleaning action.

### Results:

- Removes dirt, stains, loose paint and foreign substrates.
- Reveals surface areas in need of repair or patching.
- Removes surface mildew or algae.
- Provides a clean, tight surface for bonding of COOLWALL® Textured or Smooth Primer and the TEX•COTE® COOLWALL® SUPER•COTE™ finish.



STEP  
4

## REPAIR AND PATCH

### Procedure:

- Deteriorated area is prepared, caulked and patched using TEX•BOND™ and FLEX•PATCH®, specially formulated bonding and patching materials.
- Patching shall be performed on all affected areas as close to the original surface design as possible. Caulking shall be performed around windows, doors, metal flashings, and other areas of water penetration.

### Results:

- Helps correct surface defects.
- Helps create a sound and uniform surface for the coating.



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# The Patented TEX•COTE® COOLWALL® 10 Step Application Process

PLATINUM

STEP  
5

## MASKING

### Procedure:

- All doors, shrubs, trim, windows, lawn area and surfaces not to be coated are carefully covered.

### Results:

- The most professional looking job possible.
- Prevents overspray.



## *The First Coat of Armor*

STEP  
6

## COOLWALL® Textured or Smooth Primer is applied

### Procedure:

- Sprayed on thick using heavy duty equipment at a pressure of up to 3000 psi.

### Results:

- Creates a thick, armor-like surface that protects the original exterior masonry or wood surface from weather damage.



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# The Patented TEX•COTE® COOLWALL® 10 Step Application Process

STEP  
7

## COATING INSPECTION

### Procedure:

- After the TEX•COTE® COOLWALL® Textured or Smooth Primer application, the entire house is carefully inspected for proper thickness, uniform appearance and areas that might have been missed.

### Results:

- Assures uniform textured or smooth appearance.
- Assures maximum protection.

## *The Second Coat of Armor*

STEP  
8

## The TEX•COTE® COOLWALL® FINISH

### Procedure:

- Sprayed on thick using heavy duty equipment at a pressure of up to 3000 psi.

### Results:

- Adds color of your choice (wide range of colors to choose from).
- Bonds with the TEX•COTE® COOLWALL® Textured or Smooth Primer to form a second barrier of protection.
- This revolutionary **Patented, Heat Reflective Shield (finish)** is significantly more reflective than traditional paints and coatings in the same color.
- Can provide up to a **40°F difference** in lower surface temperatures in many colors.\*



\*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcotehomes.com](http://www.texcotehomes.com)

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# The Patented TEX•COTE® COOLWALL® 10 Step Application Process

STEP  
9

## TRIM•COTE®

### Procedure:

- Loose paint is scraped and sanded.
- Deteriorated area is prepared, caulked and patched using TEX•BOND™ and FLEX•PATCH®, specially formulated bonding and patching materials.
- Caulking shall be performed around windows, doors, metal flashings, and other areas of water penetration.
- A primer is applied. TRIM•COTE® is applied. This special formulation will give lasting beauty and stand up longer to the UVs as compared to ordinary trim paint. TRIM•COTE® is warranted for as long as you own your home.



Before



After



### Results:

- Provides the most consistent surface possible
- Coordinates appearance with TEX•COTE® Textured or Smooth Coating surface.
- Contains a revolutionary **Heat Reflective Shield** (finish) in a wide variety of colors.
- TRIM•COTE® is available in both satin and semi-gloss finishes.

STEP  
10

## CLEAN UP & COMPLETE COATING INSPECTION

### Procedure:

- Masking is removed. Lawns, shrubs and other surfaces are cleaned of any debris.
- All walls and trim surfaces are carefully inspected for proper thickness and uniform appearance.

### Results:

- Property left **TIDY, CLEAN and BEAUTIFUL!**



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# TEX•COTE® Puts Time on Your Side

PLATINUM

*Genuine* Registration #: CWTSM \_\_\_\_\_  
Date \_\_\_\_\_  
Invoice # \_\_\_\_\_

**TEX•COTE®**  
**COOL WALL® TEXTURED/SMOOTH COATING**  
**Manufacturer's Limited Lifetime Warranty**

Your TEX•COTE® COOL WALL® Textured/Smooth vertical wall coating system is hereby warranted for the lifetime that you own your home against chipping, flaking or peeling from the underlying surface to which it is applied. This coating shall also be warranted against efflorescence. This warranty is to be in force for the lifetime that you own your home from the Contract Date (Original Date of Application) and material replacement (labor excluded) shall be made by Textured Coatings of America, Inc., should this replacement be necessary as a result of defect in this product only. This warranty shall be in effect only when the product has been applied pursuant to manufacturer's specifications. This warranty is transferable one (1) time within three (3) years from Date of Application and is extended only to the original purchaser of the product. Validation of the transfer of this warranty must be within thirty (30) days of the transfer of ownership of your home to the new homeowner. Please contact Textured Coatings of America, Inc., in writing as to any transfer of warranty. Textured Coatings of America, Inc. shall have no obligation to contribute to or participate in the labor costs necessary to effect repairs. **THIS WARRANTY DOES NOT COVER DAMAGE RESULTING FROM SETTLING OF THE BUILDING, MAJOR BUILDING MOVEMENT, CRACKING, ROOF LEAKS, ACTS OF GOD (I.E. WIND STORMS, HAIL, FLOOD, HURRICANE, TORNADO, OR EARTHQUAKE), OR MECHANICAL OR EXTERNAL PHYSICAL CAUSES. THIS PRODUCT WARRANTY EXCLUDES THE APPLICATION OF ANY TEX•COTE® PRODUCT OVER WOOD-FIBER COMPOSITE HARDBOARD SIDING.** This product warranty applies only to single family residential sales. Apartments, condominiums, multi-dwellings, and commercial use are excluded. Your Textured/Smooth Coating Warranty does not apply to those portions of the application which include fascia boards, entry, exit and garage doors, trim and/or any moveable surfaces. Textured Coatings of America, Inc. shall not be responsible for the improper preparation of the surface including, but not limited to, failure to remove old layers of paint, sand, scrape and/or replace all rotted wood prior to the application of any Tex-Cote® product.

This warranty is issued in lieu of all other guarantees or warranties. The terms of this warranty are limited to the express warranties contained herein and are not subject to modification. The sales representative and/or contractor is not an agent or employee of Textured Coatings of America, Inc. and any additional promises or guarantees made by the sales representative and/or contractor **SHALL NOT** become part of this limited warranty. In no event shall Textured Coatings of America, Inc., be liable for any consequential damage to the building or its contents.

This warranty gives you specific legal rights, and you may also have other rights which may vary from state to state. Some states do not allow the exclusion or limitation of incidental or consequential damages so the above limitation may not apply to you.

This Certificate  
Issued to: \_\_\_\_\_ Contracting Company: \_\_\_\_\_  
Address: \_\_\_\_\_ By: \_\_\_\_\_

  
2242 E. 15<sup>th</sup> Street, Panama City, FL 32405  
National Customer Service



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CWTSM 04/08 2000



The TEX•COTE® COOLWALL® system is backed by a Limited Lifetime Warranty for as long as you own your home.

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