COOLWALL® SYSTEMS

**SAVE ENERGY...**
**REDUCE COOLING COSTS...**
**IN ALL COLORS!**

# With the Patented TEX•COTE® COOLWALL® Coating System

COOLWALL® is a revolutionary technology that virtually eliminates color fade and saves energy by reducing surface temperatures.

only from

TEX·COTE®

TEXTURED COATINGS OF AMERICA, INC.

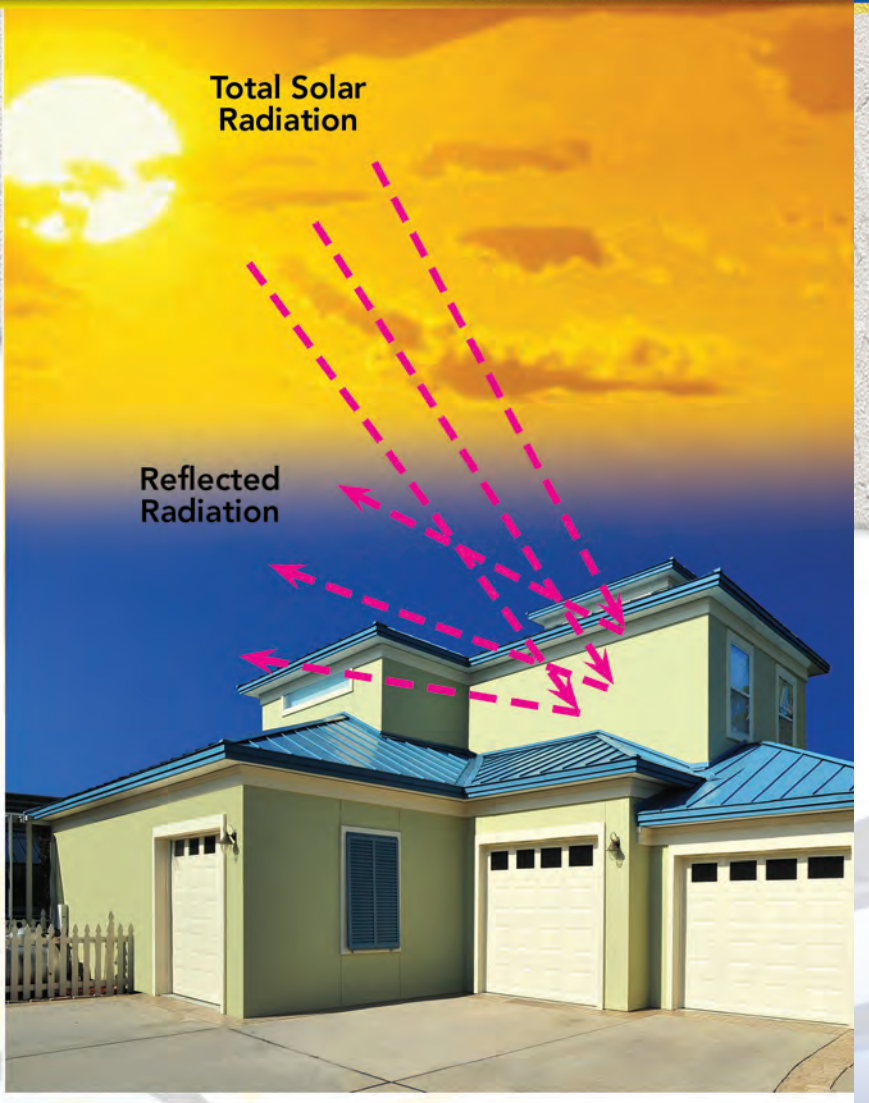
## Energy Facts:

# What You Know Can Save You Money

On a hot day, the sun beats down on all of your home - not just the roof but the walls as well. That 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.




## Total Solar Reflectance

4% UV light

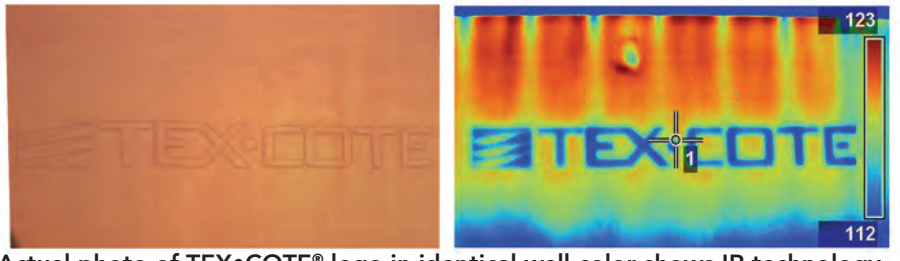
43% Visible light

53% Near-infrared light

Data source: ASHRAE Handbook of Fundamentals (2005 edition, page 31.14)

**The patented COOLWALL® Systems reduce the effect of the largest portion of the light spectrum near-infrared light. Because near-infrared light is invisible to the eye, COOLWALL®'s ability to affect that portion of Total Solar Reflectance can make even dark colors cool.**


**After Image captured with infrared photography proves COOLWALL®'s revolutionary heat reflective qualities with cooler wall temperatures up to 37˚ F*.**

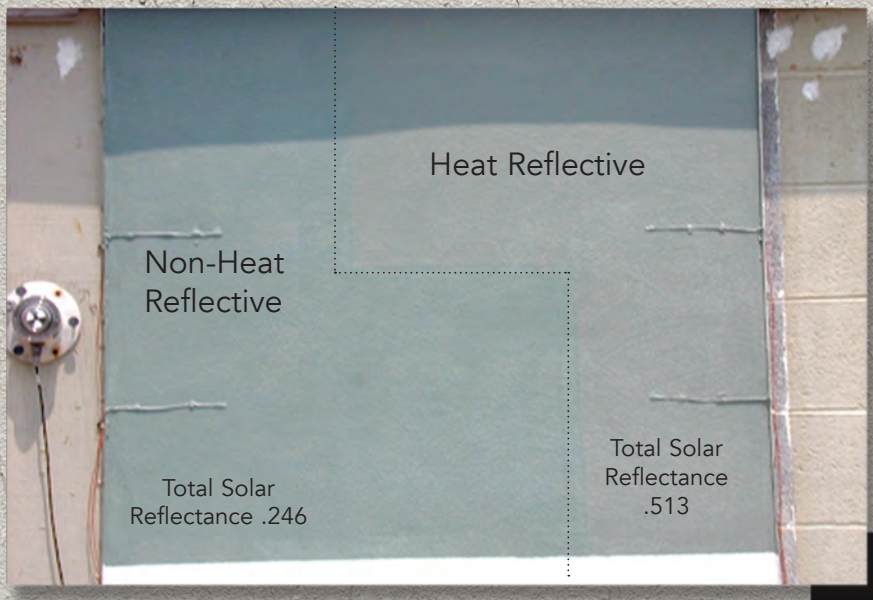



**Actual photo of TEX•COTE® logo in identical wall color shows IR technology.**

## COOLWALL® Coatings:

# Tested by the U.S. Department Of Energy

U.S. Department of Energy Test Wall




United States Department of Energy
Oak Ridge Office

**In controlled testing by the DOE on their test wall at Oak Ridge National Laboratory, the results measured Total Solar Reflectance for COOLWALL® at .513 compared to a traditional coating in the same color at only .246.**

Over nearly a two-year period, TEX•COTE® COOLWALL® Coating Systems were tested by the U.S. Department of Energy's Oak Ridge National Laboratory to determine their true energy-saving qualities. The study found that TEX•COTE® COOLWALL® Coating Systems...


- Significantly reduce exterior wall temperatures while reducing energy consumption in concrete block, stucco and wood-frame homes.
- COOLWALL® has been tested by the DOE to reduce Cooling Costs by up to 21.9%. (Percentage of savings are based on the DOE study which showed savings ranging from 4.2 – 21.9%)*

**On average, TCA's colors are approximately 100% more heat reflective than the conventional technology of competitive products. In fact, the COOLWALL® Coating System can lower exterior wall temperatures by as much as 40°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

U.S. GREEN BUILDING COUNCIL MEMBER

Textured Coatings of America, Inc. is a member of the United States Green Building Council.

COOLWALL® SYSTEMS

Save up to 21.9%

## Heat Reflective Technology:

# Developed to Save Lives...

## Now Available to Save You Money!

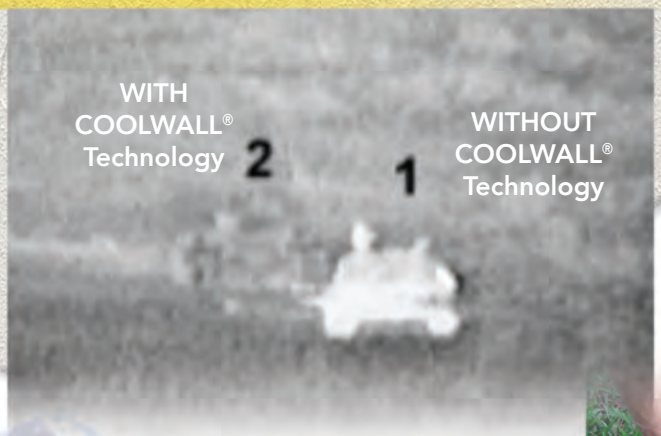
Heat reflective technology was originally developed to help reduce the "heat signature" of planes, tanks and other vehicles in our armed forces. That means an enemy is less able to find these vehicles by sensing the heat that they emit.

TEX•COTE® COOLWALL® Coating Systems use similar heat reflective technology. Instead of combating an enemy army, COOLWALL® helps your home battle the heat of the sun and the high cost of air conditioning.

TEX•COTE® COOLWALL® Coating Systems are specially formulated to reflect harmful solar radiation away from your home - in effect, they "fool" Mother Nature by behaving like a much lighter color. The result is a cooler exterior surface; 40˚F* cooler when compared to traditional paints in many colors.

**This "passive" cooling can save you money. Lower exterior temperatures mean lower interior temperatures.**

***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**




**TEX•COTE® COOLWALL® Coating Systems actually mimic Mother Nature's own natural heat reflective chemistry. Even on a hot day, grass remains cool to your bare feet. TEX•COTE® COOLWALL® works in much the same way on your house... keeping your home's exterior walls cool.**


### NASA Propellants Administration and Maintenance Facility

The COOLWALL® System was recently chosen by NASA to protect several buildings at the Kennedy Space Center in Cape Canaveral, Florida including the Propellants Administration and Maintenance Facility pictured above.

Tested by the U.S. Department of Energy's Oak Ridge National Laboratory and proven to reduce surface temperatures and save on cooling costs.

United States Department of Energy
Oak Ridge Office


# Save up to 21.9%* on energy use with COOLWALL®

TEX•COTE® COOLWALL® Coating Systems are a revolutionary concept in exterior vertical wall treatments. Specially formulated to reflect the sun's heat, COOLWALL® can lower exterior wall surface temperatures by as much as 40˚F* - and help save up to 21.9%* (Percentage of savings are based on the DOE study which showed savings ranging from 4.2–21.9%) on the energy you use to cool your home.

*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

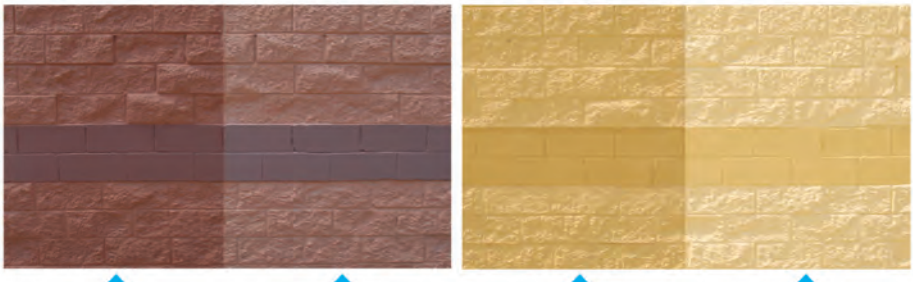
Tested and Confirmed:

# No Other Coating System Comes Close to COOLWALL®

TEX•COTE® COOLWALL® FADE BLOCK™ Technology regularly under goes accelerated weathering tests comparable to those used on today's advanced automotive paints. Unlike brittle, clay-based ceramic coatings, TEX•COTE® COOLWALL® Coating Systems provide a weatherproof barrier that protects and seals your home while also helping to...

- Reduce stress or "building fatigue" stemming from constant expansion and contraction due to heat.
- Significantly reduce fading - even in darker colors.
- Improve water resistance and help prevent costly water damage.
- Reduce damage to the envirorment caused by chlorine compounds in air conditioning refrigerants.
- Reduce the "Heat Island" effect, cut emissions through reflectivity and help fight global warming.

## COOLWALL® Patented Fade Block™ Technology
## TEX•COTE Test Wall



COOLWALL® Heat-Reflective Finish | NON Heat-Reflective Finish | COOLWALL® Heat-Reflective Finish | NON Heat-Reflective Finish

At TEX•COTE®, we constantly examine the durability of our products with our own test wall. At 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.

**TEX•COTE® monitors its own test wall at its corporate headquarters.**

**TEX•COTE® COOLWALL® coatings undergo extensive testing for fade resistance. Every 1000 hours of testing is equivalent to approximately two years of exterior exposure... 5000 hours is equivalent to 10-12 years.**


***... And they're available in over 570 Heat Reflective Colors!***



only from

TEX•COTE®

Textured Coatings Of America, Inc.

**800.454.0340**

**www.texcotehomes.com**

U.S. Patent No. 7157112