

U.S. Department of Energy | Oak Ridge National Laboratory

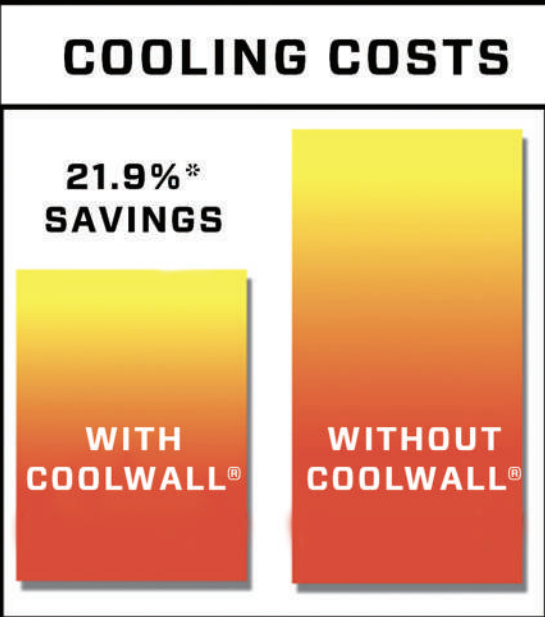
TESTED & PROVEN TO REDUCE SURFACE TEMPERATURES AND SAVE ON COOLING COSTS.



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.

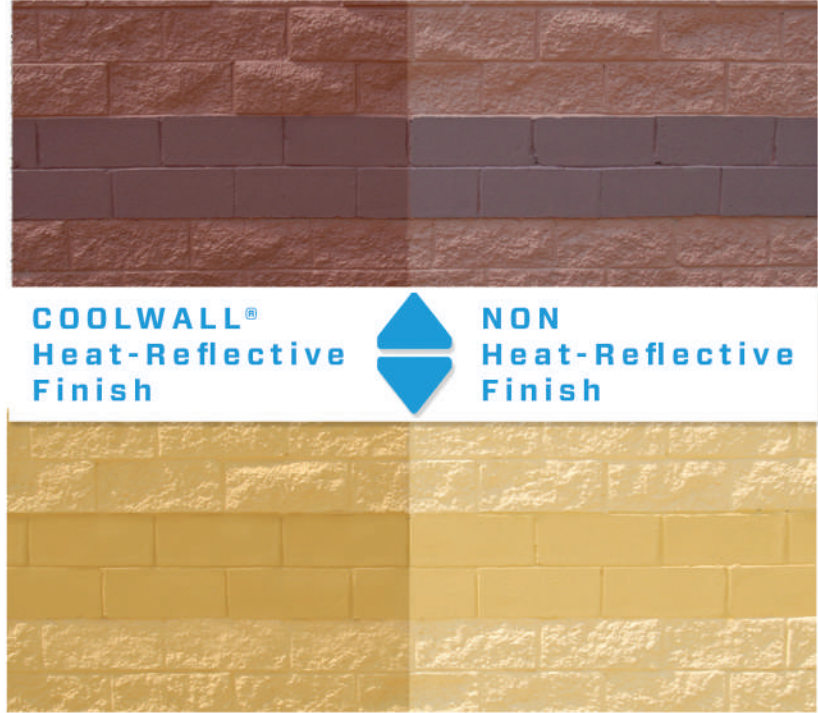
\*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcote.com](http://www.texcote.com)



TESTED & CONFIRMED | No Other Coating System Comes Close

COOLWALL® Patented FADE BLOCK™ Technology  
**TEX-COTE® TEST WALL**

Located at TEX-COTE LLC Corporate Headquarters



At TEX-COTE®, we constantly examine the durability of our products with our own test wall. At the time of application, both sides matched identically, but after sun exposure, the non heat-reflective side has already faded dramatically. The COOLWALL® side remains unaffected by the sun's destructive rays. Lower surface temperatures also reduce stress or "building fatigue" stemming from constant expansion and contraction due to heat - leading to enhanced durability of the coating.

YOUR INDEPENDENT CONTRACTOR

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

Available In Over 570 Heat-Reflective Colors!



800-454-0340  
[WWW.TEXCOTE.COM](http://WWW.TEXCOTE.COM)



**TEX-COTE®**  
 SAVE ENERGY...  
 REDUCE COOLING COSTS...  
 IN ALL COLORS!

with the **TEX-COTE® Patented**  
**KYNAR®**

**COOLWALL® With KYNAR® Heat-Reflective FADE BLOCK™ Coating System**



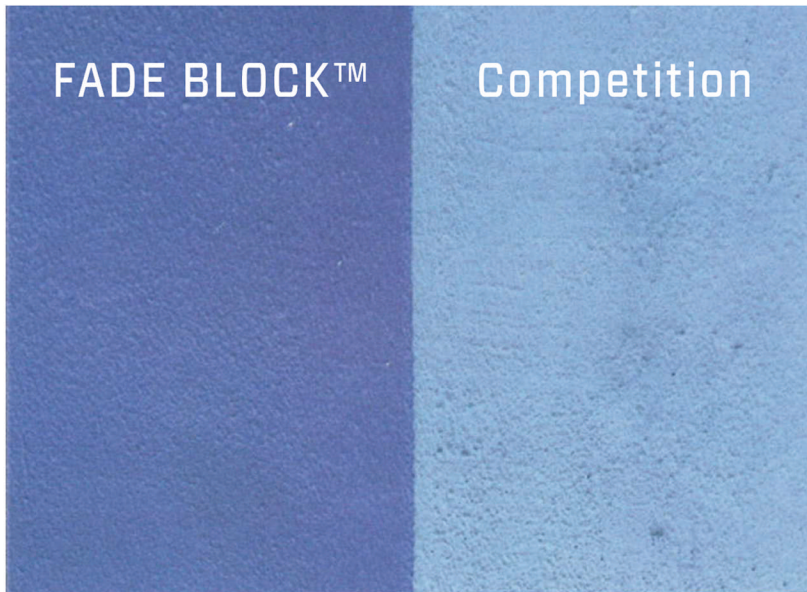
## ENERGY FACTS | What You Know Can Save You Money

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:

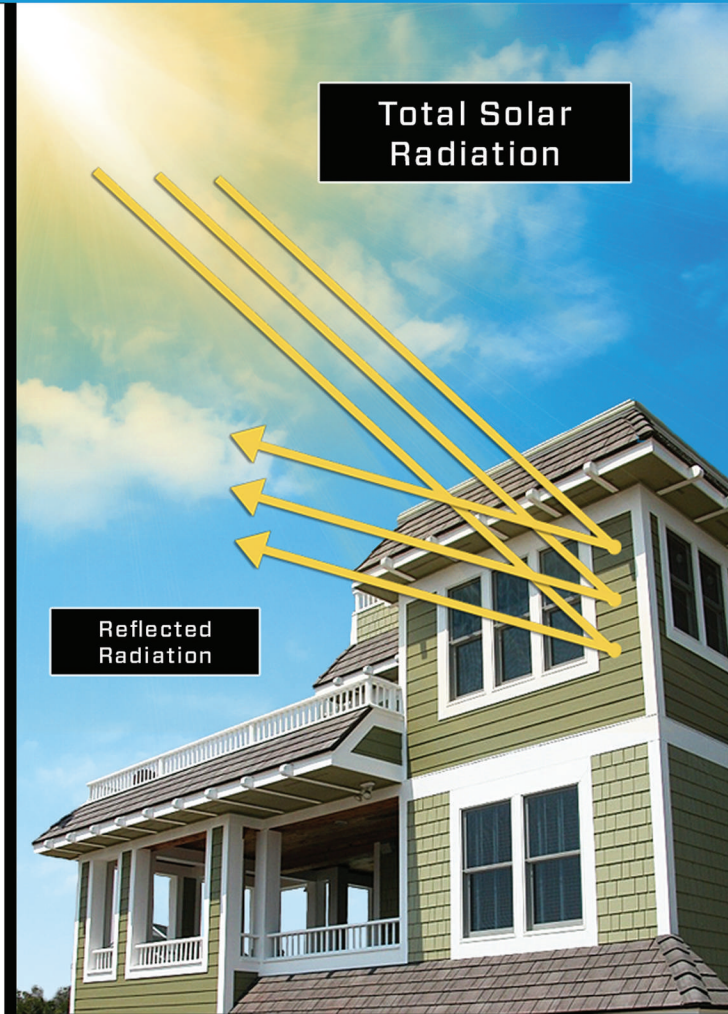
- A dark-colored home absorbs as much as 90% of the solar radiation that strikes it!
- All colors absorb solar radiation, even white!
- A typical central air-conditioning system is equivalent to burning 35 100-watt light bulbs every hour!
- Cooling even a moderate-size house in some areas of the country can require over 1,500 hours of air-conditioning operation per year.\*

\*Based on an 1,100 sq. ft. home.

### FADE BLOCK™ Competition



Best Buy Blue test wall after three years actual exterior exposure. Competitor's coating on west facing wall faded over 10 Delta E units more than the TEX-COTE® coating with FADE BLOCK™ technology!



After Image captured with infrared photography offers demonstrative proof of COOLWALL®'s revolutionary heat-reflective qualities with cooler wall temperatures up to 37° F\*.



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.

## HEAT-REFLECTIVE TECHNOLOGY | Developed To Save Lives...

### Now Available To Save You Money!

This 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.

The COOLWALL® Coating System uses 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.

The COOLWALL® with Kynar® Coating System is 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.



NASA Propellants Administration and Maintenance Facility

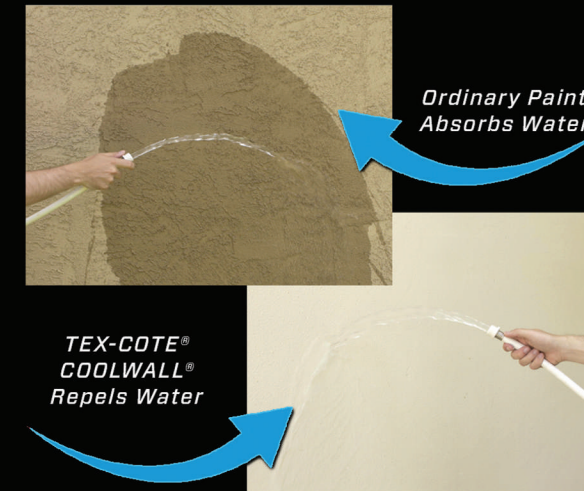
The COOLWALL® System was chosen by NASA to protect several buildings at the Kennedy Space Center in Cape Canaveral, Florida, including the Propellants Administration and Maintenance Facility pictured above.



Google's New High Tech Center Playa Vista, Southern California

COOLWALL® increases the reflectivity by 320% in the same black color, going from .05 TSR to .21 TSR (Total Solar Reflectance)

### Formulated with Industry-Leading KYNAR® Aquatec® Technology!



Kynar® resin is a natural barrier to mold, mildew, and dirt pick-up due to its low water absorption and low surface tension.

- Since these properties are inherent in the Kynar® resin, this protection will last for the life of the coating and will not leach out over time as mildewcides do in conventional paints.

- The Kynar® resin also helps prevent loss of gloss and helps maintain reflectivity for the life of the coating.

## COOLWALL® COATINGS | Tested by the U.S. Department of Energy



Anyone who has ever owned a dark colored car in the summertime knows that dark colors absorb more heat from the sun than light colors. That's because a color like black reflects less of the sun's energy than the color white. In fact, black only reflects about 5% of the sun's energy.

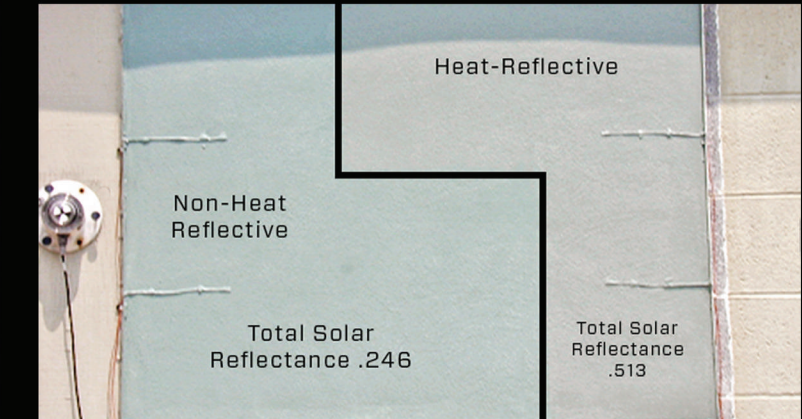
IR heat-reflective coatings allow even dark colors to perform like light colors, reflecting much of the sun's radiant energy... an important advantage to designers, builders, building owners, and homeowners concerned about rising energy costs and global warming.

White Reflectivity (TSR) = .83  
 Black Reflectivity (TSR) = .05  
 Black IR Reflectivity (TSR) = .21  
 Increase in Reflectivity = 320%  
 \*TSR = Total Solar Reflectance

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### U.S. Department of Energy Test Wall



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, the TEX-COTE® COOLWALL® Coating System was tested by the U.S. Department of Energy's Oak Ridge National Laboratory to determine its true energy-saving qualities. The study found that the TEX-COTE® COOLWALL® Coating System...

- Significantly reduced 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%).\*



TEX-COTE LLC is a member of the United States Green Building Council.