

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



### Cooling Costs

21.9%\* Savings

With COOLWALL®

Without COOLWALL®

**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.

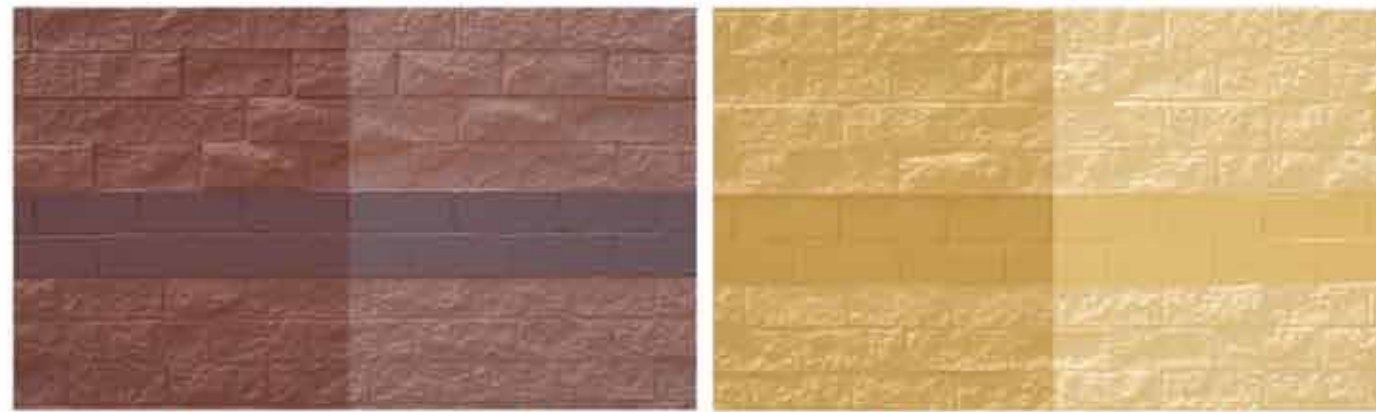
\*Percentage of cooling costs and surface temperature reductions will vary based on color chosen, geographical location, climate condition, and substrate type. In some climates there may be a heating penalty. For more information, visit [www.texcotehomes.com](http://www.texcotehomes.com)

Tested and Confirmed:

**No Other Coating System Comes Close to COOLWALL®**



### COOLWALL® PATENTED FADE BLOCK™ TECHNOLOGY 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 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. 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.



The COOLWALL® System is available in over 570 heat-reflective colors!



The COOLWALL® with Kynar® coating system undergoes extensive testing for fade resistance. Every 1000 hours of testing is equivalent to approximately two years of exterior exposure.

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ONLY FROM  
**TEX•COTE**  
TEXTURED COATINGS OF AMERICA, INC.

800.454.0340

[www.texcotehomes.com](http://www.texcotehomes.com)

U.S. Patent No. 7157112



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

With the COOLWALL® with Kynar® Heat-Reflective Exterior IR Coating System



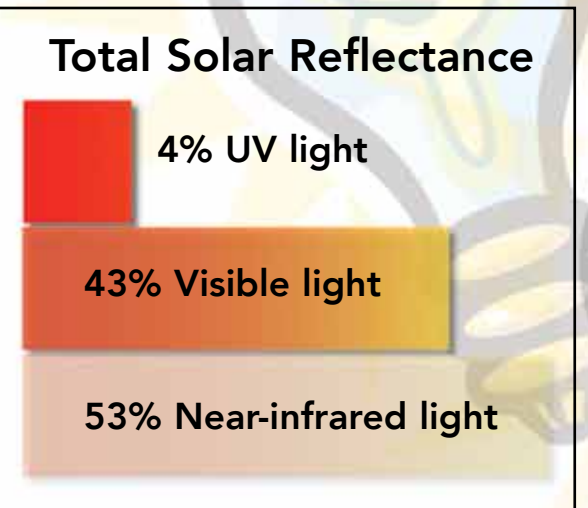
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**TEX•COTE**  
TEXTURED COATINGS OF AMERICA, INC.

# 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:

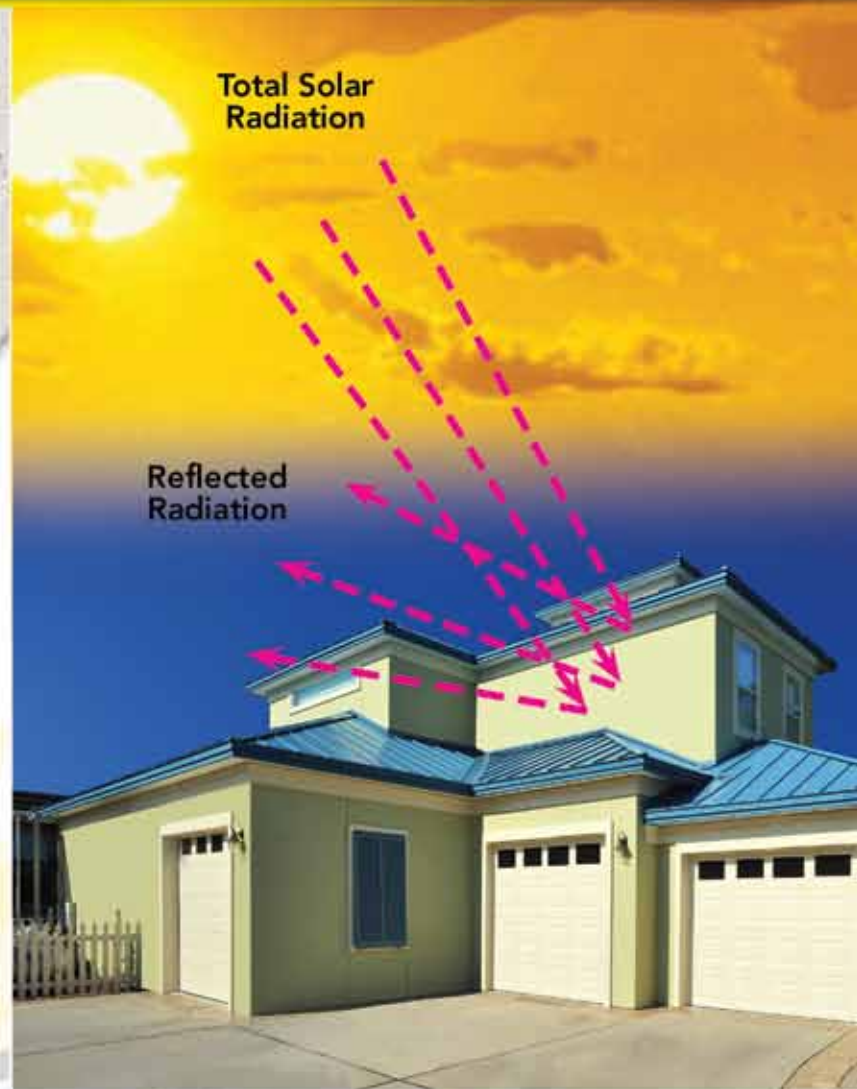
- A dark-colored home absorbs as much as 90% of the solar radiation that strikes it!
- All colors absorb solar radiation, even white!
- A typical central air-conditioning system is equivalent to burning 35 100-watt light bulbs every hour!
- Cooling even a moderate-size house in some areas of the country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

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

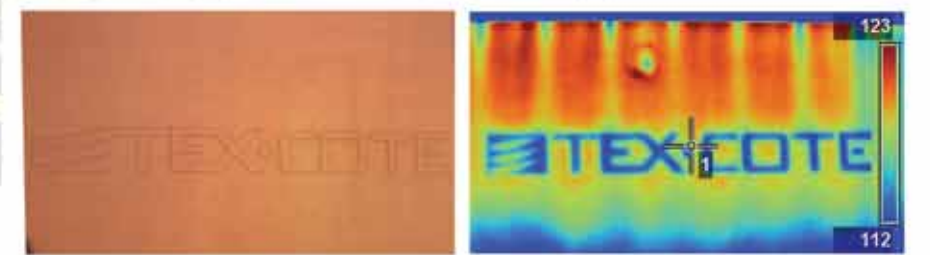


Data source: ASHRAE Handbook of Fundamentals (2005 edition, page 31.14)

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 TEXCOTE® logo in identical wall color shows IR 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.

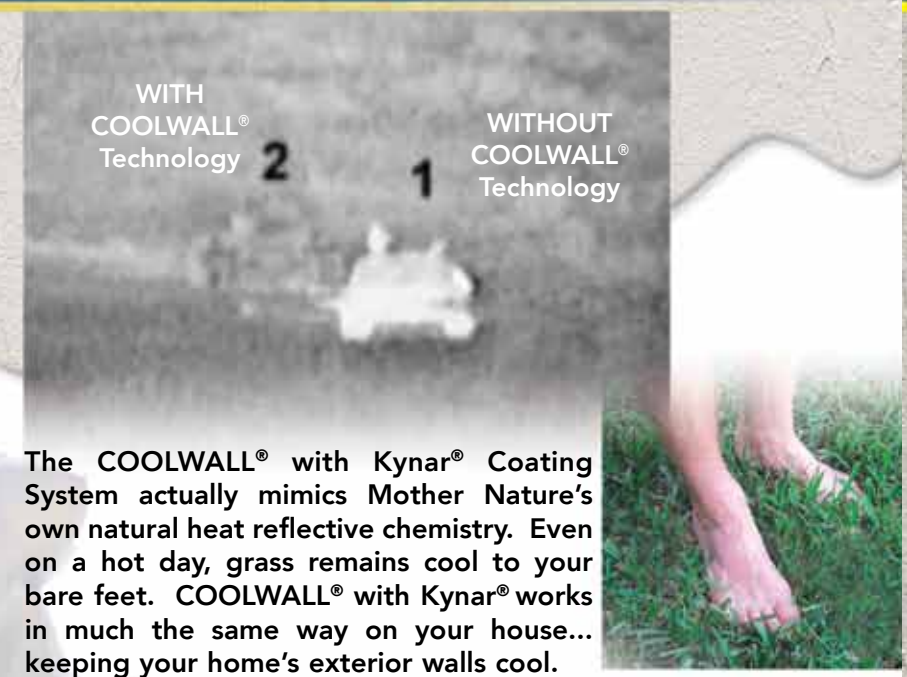
The COOLWALL® with Kynar® Coating System uses similar heat reflective technology. Instead of combating an enemy army, COOLWALL® helps your home battle the heat of the sun and the high cost of air conditioning.

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 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.

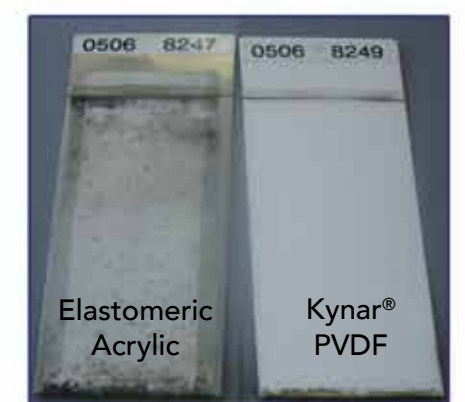


The COOLWALL® with Kynar® Coating System actually mimics Mother Nature's own natural heat reflective chemistry. Even on a hot day, grass remains cool to your bare feet. COOLWALL® with Kynar® works in much the same way on your house... keeping your home's exterior walls cool.

## Now Formulated with Industry-Leading Kynar Aquatec® Technology!

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

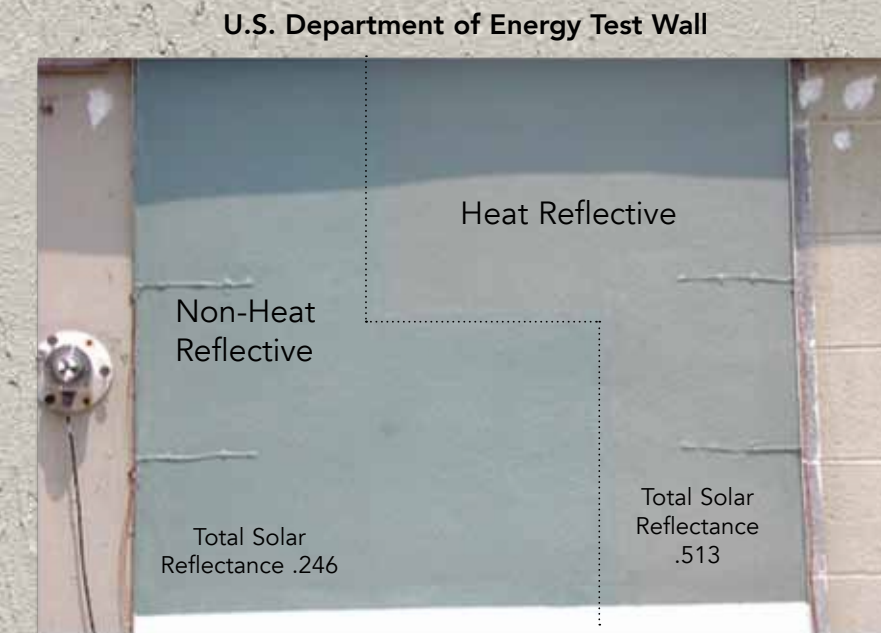
- Since these properties are inherent in the Kynar® resin, this protection will last for the life of the coating and will not leach out over time as mildewcides do in conventional paints.
- The Kynar® PVDF resin also helps prevent loss of gloss and helps maintain reflectivity for the life of the coating.



Aluminum Panels with White Coatings in Florida with 10 Years Weathering



# Tested by the U.S. Department Of Energy



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 their true energy-saving qualities. The study found that the TEX•COTE® COOLWALL® Coating System...



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\*.

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

