

August 2017

TEX·COTE® COOL NEWS NEWSLETTER

The
56th
YEAR
ANNIVERSARY



LATEST COVERAGE FROM THE PRESIDENT



Anniversaries are opportunities for recollections of the year gone by and positive reflections for the year ahead.

In 1961 my grandfather, Joseph Haines founded TEXTURED COATINGS OF AMERICA, INC. with only a handful of products. Three generations later we have created hundreds of sku's and some of the most sustainable paints & coatings on the market. Our ongoing research and development efforts have led the way to countless industry advancements, making us one of the most technologically advanced coatings manufacturers in the world.

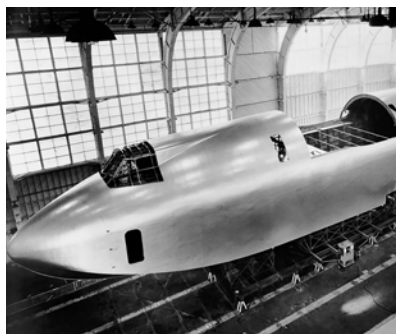
Fifty six years and three generations later we are proud to be one of the few paint companies that have not been bought out or taken over.

I want to say thank you to all of our customers for your hard work over the years and look forward to continuing and strengthening our partnerships.

Jay Haines
President

"Pier Park, one of Simon Property Group's largest outdoor malls has been coated with our COOLWALL® coating system."

TEX·COTE® RENOVATES HOWARD HUGHES SPRUCE GOOSE HANGAR WITH REFLECT-TEC®



The former Spruce Goose hangar that was built by Howard Hughes in 1945 in Playa Vista, California is being renovated to house office spaces and a film studio.

We have been specified by ZGF Architects because they were looking for an infrared heat reflective coating and a dark color that will last on the building that would not fade and provide energy savings. TEX·COTE® will be coating the 251,700-square-foot metal building with our REFLECT-TEC® in a dark rich color called Black Bean.

*Spruce Goose
Hangars Color*



We are excited to be a part of this project and to be coating this building with our very own REFLECT-TEC® in the near future.



DAVE & BUSTER'S AT PIER PARK COLOR FADE ANALYSIS

ORIGINAL APPLICATION DATE: APRIL, 2014

Background:

Dave & Buster's building located in Panama City Beach, Florida was coated with TEXTCOTE® COOLWALL® SUPERCOTE™ SMOOTH SYSTEM, incorporating IR reflective technology, in April of 2014 and evaluated for color change over time. Four different colors were chosen; Extra White, Yams, Honorable Blue and Repose Gray. Color change readings (DELTA E values) were taken in different locations of the building using an X-Rite portable Spectrophotometer, Model SP60. All DELTA E values were calculated using CIE DELTA E criterion.

Observations:

The average values of these color readings that were taken are shown in the chart to the right. These Delta average values were taken after 40 months of exposure from different locations on the building. Northwest Florida typically gets over 80 inches of rainfall a year. The climate in this region ranges from the low teens in the winter to over 100° Fahrenheit with 100% humidity during the summer. These walls have been exposed to harsh weather conditions such as heavy rain, ultraviolet light from the sun, salt air, high humidity and high winds. TEXTCOTE® COOLWALL® SYSTEM demonstrates outstanding color retention of less than 1 Delta value, for a color like yams which is a very difficult color to retain. Conventional exterior paints, after these periods of exposure, usually have Delta averages of 15 units or more. These walls do not show any sign of mold growth, even on the North wall.

Conclusion:

These four TEXTCOTE® COOLWALL® SYSTEM colors have outstanding color retention and excellent water repellency after just over 3 years due to TEXTCOTE® IR technology. After 40 months of being applied on this Dave and Buster's building, they continue to exhibit an amazing ability to retain color fastness and show an excellent resistance to dirt pick-up & mold.



Yams color has changed less than one delta value in 40 months.

2017-DE values 40 months, TEXTCOTE® COOLWALL® SUPERCOTE™ SYSTEM				
Color: Yams				
Average ΔE, North wall	0.15	0.95	1.90	0.83
Average ΔE, East wall	0.61	0.83	2.61	0.94
Average ΔE, South wall	1.08	0.55	0.36	0.86
Total ΔE Average, Yams				0.88
Color: Honorable Blue				
Average ΔE, North	0.32	0.62	3.30	2.93
Total ΔE Average, Honorable Blue				2.93
Color: Repose Gray				
Average ΔE, North	1.33	0.48	0.36	0.60
Total ΔE Average, Repose Gray				0.60

*ΔE - (Delta E, dE) The measure of change in visual perception of two given colors.

Delta E, ΔE or dE, is a way of measuring the visible difference. A typical paint store matches your paint by getting within one delta value of the original color.

HOTEL POINT 2017



"President and CEO, Jay Haines, along with our Technical Commercial Sales Rep, David Castaneda."

TCA attended our first HotelPoint, in Colorado Springs, at the beautiful Broadmoor Resort this April. Hotel Point is one of the premier trade shows, allowing hotel brand executives and owner/operator executives to explore new business opportunities or expand business partnerships. We had a spectacular event and made contact with many new hotel chain executives. We are very excited about the new opportunities.

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XL 70® BRIDGE COTE® WITH SILANE NOT AS SENSITIVE TO WEATHER IN MINNESOTA

XL 70® is a high-build, solvent borne silane coating system designed to provide a weatherproof coating for tilt-up, precast, or cast-in-place concrete, masonry, split-face/sand finish block, stucco and other manufacturer approved cementitious surfaces. XL 70® BRIDGE COTE® is now applied to all new bridges in Minnesota.

Textured Coatings was honored to be featured in the June 2017 issue of The Paint Contractor Magazine. The article featured our TEX-COTE® XL 70® Bridge Cote® with SILANE, which was used on Minnesota's new I-90 Mississippi River Bridge, popularly known as the Dresbach Bridge.



Article in The Paint Contractor Magazine.

ARMY CORPS OF ENGINEERS JOINT RESEARCH AGREEMENT SIGNED IN REGARDS TO HEAT-REFLECTIVE COATINGS

We are getting closer to our goal of obtaining a new specification in the Army Corps of Engineers paint and coating specifications for Infrared heat-reflective coatings. We have recently signed a CRADA Joint Research Agreement with the Army Corps of Engineers, to further that goal, and also research our materials on portable deployable cement structures they are working on & have already purchased material from TEX•COTE® for the same.

We recently attended the DOD - Allied Nations Technical Corrosion Conference which is a critical event that fosters an efficient and effective collaborative environment to not only better understand the impact of corrosion on DOD equipment and infrastructure, but also jointly work toward practical prevention and control solutions.

The Department of Defense (DOD) spends an estimated \$200 million each year on energy lost through the building envelope, accounting for 5 percent of total energy cost in DOD facilities.

The application of infrared heat-reflective exterior coatings provides an inexpensive and simple solution that can reduce cooling losses through the buildings and save on energy and cooling costs.



This color brown (Standard air force color) we improved the reflectivity by more than 200% in the same exact color and actually reduced the surface temperatures by approximately 30-50 degrees in the summer.

This light sand color we also reduced the surface temperatures by 10-15 degrees.

Features & Benefits of COOLWALL® & REFLECT-TEC® for the Military

- REFLECT-TEC® & COOLWALL® are infrared, field-applied heat reflective coatings that incorporate industry-leading Kynar Aquatec® technology.
- REFLECT-TEC® is suitable for metal roofs & walls, tile roofs, metal doors, metal canopies, handrails, & storage tanks.

- Heat-reflective technology leads to lower surface temperatures, reduced cooling costs, enhanced durability, & superior fade resistance!
- Resists dirt pickup, mold, mildew, and stains, eliminating the need for costly maintenance.
- Ten year warranty against chipping, flaking, peeling, and fading!

HOME IMPROVEMENT NEWS

HOMEOWNER COLOR APP

We are excited to announce that we are working hard with an app developer to create a user-friendly app. This app will allow a salesman or a homeowner to take a picture of their home and change the color of it. The homeowner will have 16 standard colors to choose from and they will be able to click through all of the colors to get an idea of what color will increase their home's exterior appeal. There will also be a home

button that will take them to our website so they can read more about our products. We hope this will help homeowners to get an idea of what their home will look like coated in our COOLWALL® SYSTEM.

We are creating this app with the dealer in mind. Not only will this app let you see what their home will look like but it will also let them save or email the photo of the home to a TCA dealer.

The app will be coming soon & available for free in the Apple app store.



NEW HOMEOWNER LEAVE-BEHIND KIT

We have created TCA's first Home Improvement leave-behind kit, which can be left with a homeowner so they can make a more informed decision about purchasing our product. The kit will include the following: Hardie Board COOLWALL® sample, Wood Siding Board COOLWALL® sample, Hardie Board COOL-TEC® sample, A Tex-Cote® Pen, A USB that will include a 5-minute video of Tex-Cote®'s CEO talking about our infrared technology, home owner testimonials, an a fold-out flyer, which covers COOLWALL®, REFLECT-TEC® and COOL-TEC®.



TEXCOTE® HOMEOWNER TESTIMONIAL VIDEO

The Homeowner Testimonial and Textured Coatings of America's CEO talking about our Infrared Heat-Reflective Product line for home improvement is now available on a flash drive and on YouTube.



PARTNERSHIP WITH COX POOLS

We have been working with the leading builder of pools in the South, Cox Pools, a family owned business that has been serving Northwest Florida for more than 50 years since 1958. We will now be partnering with them to supply them with the newest product in our line of infrared heat-reflective coatings, and COOL-TEC® heat-reflective coating for concrete pools.

OTHER NEWS

QUALIFIED REMODELER TOP 500 LIVE EVENT-2018

Mark your calendars for next year's event, which will be held at the Hilton Baltimore Airport, in Baltimore, MD on March 7-8, 2018. TCA attended the first ever Qualified Remodeler Top 500 Live event in March of this year and it was a phenomenal networking opportunity. The show brings together remodeling's biggest companies and its fastest growing firms for two days of sales techniques, sales management, sales motivation and lead-generational ideas from the business world's best minds. We strongly recommend you attend next year!

NEW WEBSITE INFO

This year, we will be combining our textcotehomes.com website into our textcote.com website to make it even easier for you to get to all of our information in one convenient place. Now all you have to do is click on residential. But,

LA FACTORY RECEIVING UPGRADES

The LA factory received new state-of-the-art mixing equipment. The new 400 gallon stainless steel mixer and the addition of a new stainless steel auger on our 1,200 gallon mixer will allow us to mix large batches of any color within minutes.

We have also installed state-of-the-art totalizers/actuators that allow resin to be automatically measured into any of our tanks for ease of production and batch consistency.



Auger



Totalizer/Actuators

don't worry, the textcotehomes.com URL will still be active and will take you directly to textcote.com, which will have a dedicated Home Improvement section. The look and layout of the site will remain the same.



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