

# COOLING IN ALL COLORS NOT JUST WHITE



COMMERCIAL

TRANSPORTATION



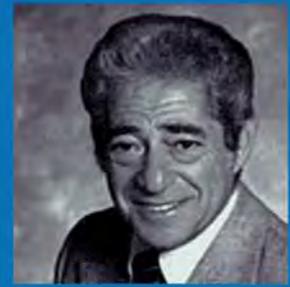
RESIDENTIAL

 **TEX·COTE<sup>®</sup>**



## HIGH PERFORMANCE COATINGS THAT PROTECT, PRESERVE, AND PROVIDE SUSTAINABLE SOLUTIONS SINCE 1961

Textured Coatings of America, Inc. (TEX•COTE®) was founded in 1961 in Los Angeles, California. Along with the National Sales Office in Ft. Lauderdale, Florida, TEX•COTE® has manufacturing plants in California and Florida. Distribution points are located throughout the United States, Canada, and many other countries throughout the world. Textured Coatings of America is one of the leading manufacturers of specialty coatings in the world for the commercial, institutional, retail, transportation, and residential markets. TEX•COTE® products have been used on some of the world's most prestigious buildings, landmarks, control towers and homes. TEX•COTE® products are preferred by many Departments of Transportation throughout for use on bridges, roads, and other projects.



Joseph Haines, Founder



Stuart Haines, Chairman



Jay A. Haines, Esq.  
President/CEO



Corporate Headquarters - Panama City, FL



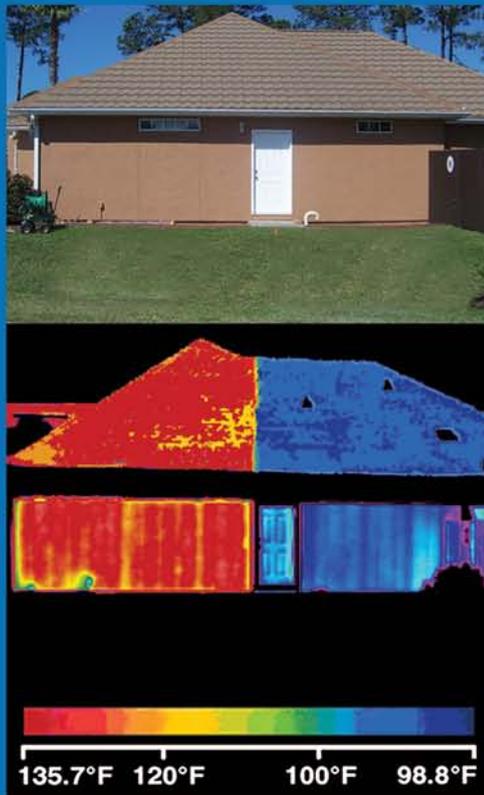
Manufacturing Facility - Los Angeles, CA



TEX•COTE® Test Wall - Panama City, FL

# TEX•COTE®

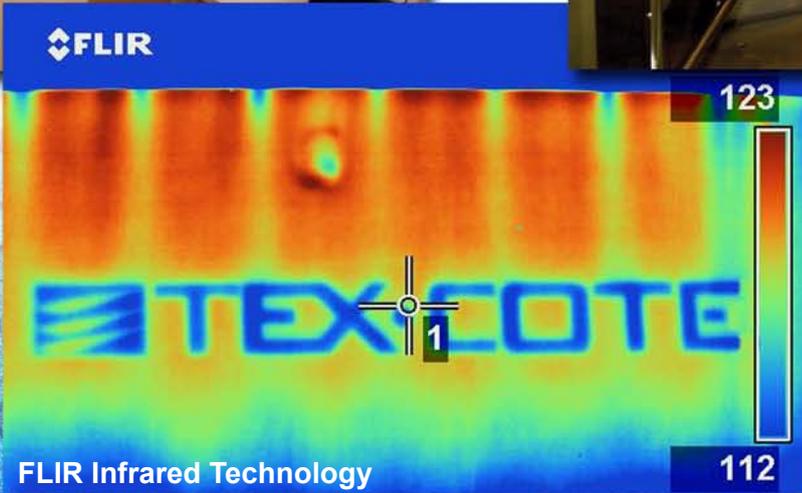
# LEADING THE COATINGS INDUSTRY IN RESEARCH, INNOVATION, TECHNOLOGY, AND SUSTAINABILITY FOR BOTH THE COMMERCIAL & RESIDENTIAL MARKETS



Infrared technology shows heat-reflective qualities of COOLWALL® and REFLECT-TEC® with surface temperature reductions of up to 37°F\*

Textured Coatings of America, Inc.'s patented FADE BLOCK™ technology uses infrared heat-reflective components to reflect infrared radiation back into the atmosphere, rather than absorbing it through the coating. This patented technology reduces the effect of the largest portion of the light spectrum, near infrared light, keeping surfaces of a structure cooler, increasing durability, and providing superior fade resistance, even in dark colors. Most coatings claim to be "green" by simply cutting VOC content. With TEX•COTE®'s infrared heat-reflective coatings, eliminating VOCs is just the beginning. These coating systems use the same heat-reflective technology the military uses to reduce the "heat signature", or solar heat absorbed, by its planes and vehicles. Much like a military vehicle, homes and buildings absorb heat from the sun too. TEX•COTE®'s patented heat-reflective technology can reduce exterior wall temperatures by as much as 40°F, because it is on average 100% more reflective than traditional coatings. TEX•COTE®'s COOLWALL® System has been tested by the U.S. Department of Energy and proven to lower surface temperatures and provide cooling cost savings.\*

TEX•COTE® Research Laboratory



FLIR Infrared Technology

XENON Weathering Chamber



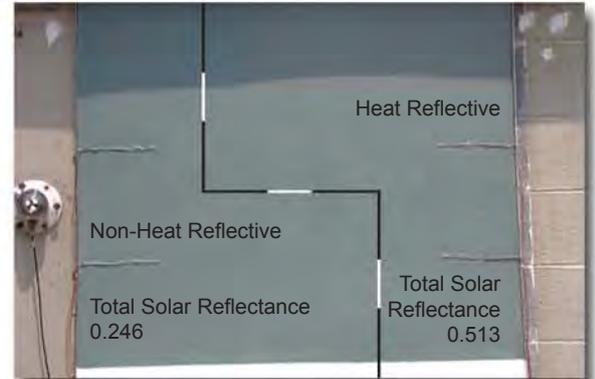
# TESTED AND PROVEN BY THE U.S. DEPARTMENT OF ENERGY'S OAK RIDGE NATIONAL LABORATORY TO REDUCE SURFACE TEMPERATURES & PROVIDE ENERGY SAVINGS

Over nearly a two-year period, the **TEX•COTE® COOLWALL® 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 **COOLWALL® System** significantly reduced exterior wall temperatures while reducing energy consumption in concrete block, stucco, and wood-framed homes. The study also found that the **COOLWALL® System** reduced cooling costs by up to 21.9%\*. (Percentage of savings based on the DOE study which showed savings ranging from 4.2 - 21.9%) In 2010, the **COOLWALL® System** was chosen as the exclusive exterior coating for four energy efficient research homes built by the Zero Energy Building Research Alliance (ZEBRAAlliance) in cooperation with the Oak Ridge National Laboratory and the U.S. Department of Energy.

\*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).



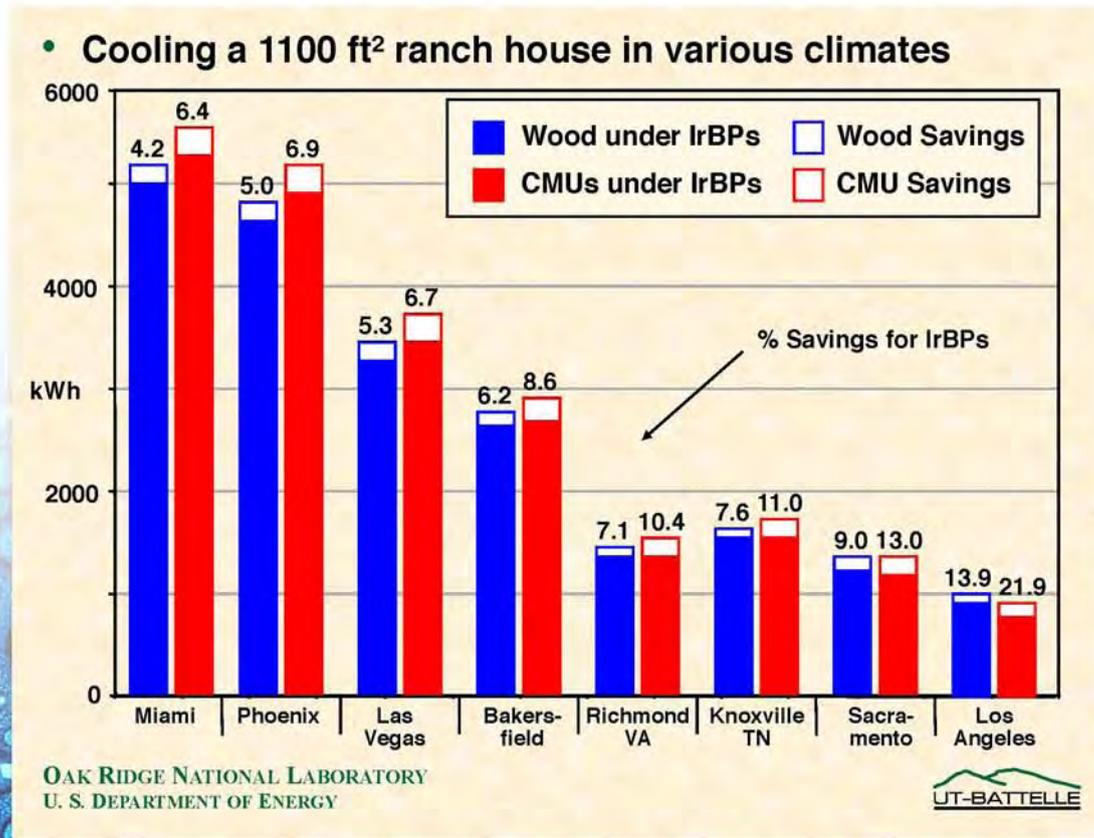
Jay Haines, President and CEO, with Andre Desjarlais, Group Leader at the U.S. Department of Energy's Oak Ridge National Laboratory.



The DOE's test wall at the Oak Ridge National Laboratory measured TSR for COOLWALL® at 0.513 compared to a traditional coating in the same color at 0.246.



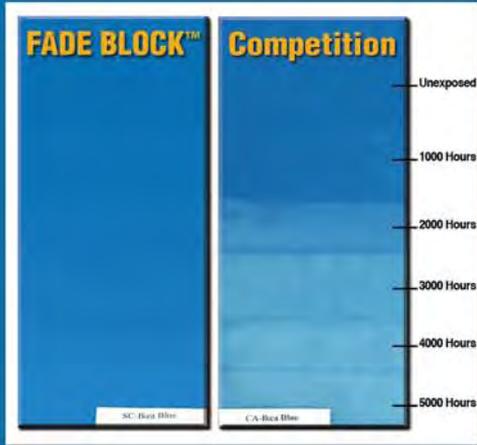
U.S. DEPARTMENT OF  
**ENERGY**



# TEX•COTE®



# INFRARED HEAT-REFLECTIVE EXTERIOR WALL COATING THAT SAVES ENERGY AND REDUCES COOLING COSTS - IN ALL COLORS FOR BOTH COMMERCIAL AND RESIDENTIAL STRUCTURES



TEX•COTE®'s Patented FADE BLOCK™ Technology has undergone extensive testing for fade resistance. 5,000 hours is equivalent to 10-12 years of southern exposure.

The **TEX•COTE® COOLWALL®** System is a patented infrared heat-reflective exterior wall coating system specifically designed to reflect the sun's heat and keep the exterior of homes and buildings cooler.

- Increased reflectivity leads to lower surface temperatures, reduced cooling costs, enhanced durability and superior fade resistance.
- Tested and proven by the U.S. Department of Energy to reduce cooling costs, reduce surface temperatures, provide energy savings\*, and reduce the heat-island effect.
- Thick, thermoplastic coating that is 4-5 times thicker than paint and has great breathability.
- Outstanding resistance to mold and mildew.
- Available in smooth, sand, fine, or coarse finishes.
- Can contribute towards LEED™ credits.

Institutional



Residential



Residential



Retail - Dave & Buster's - Pier Park



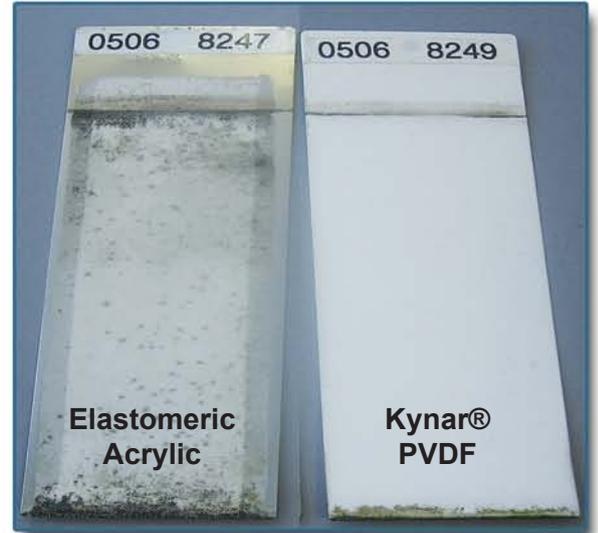
TEX•COTE®

# INFRARED HEAT-REFLECTIVE COATING WITH KYNAR® FOR METAL WALLS & ROOFS, TILE ROOFS, AND OTHER METAL SURFACES FOR COMMERCIAL BUILDINGS AND HOMES



The **TEX•COTE® REFLECT-TEC®** System is a field-applied infrared heat-reflective coating system that incorporates industry-leading Kynar Aquatec® technology, under license from Arkema, Inc.

- Perfect for metal walls, metal roofs, tile roofs, ornamental metal, metal doors, and handrails.
- Heat-reflective technology leads to lower surface temperatures, reduced cooling costs, enhanced durability and superior fade resistance.
- Resists dirt pickup, mold, mildew, and stains - eliminating the need for costly maintenance.
- Superior finish maintains increased reflectivity values for many years. REFLECT-TEC® white coatings with Kynar® stay cleaner than acrylic and elastomeric coatings, preventing reduced solar reflectance caused by dirt and other surface contaminants.
- Fifteen standard colors rated by the Cool Roof Rating Council (CRRC) that meet or exceed Energy Star requirements.
- Added protection, chemical and stain resistance available with the application of **TEX•COTE® CLEAR-GARD™** for high traffic areas.



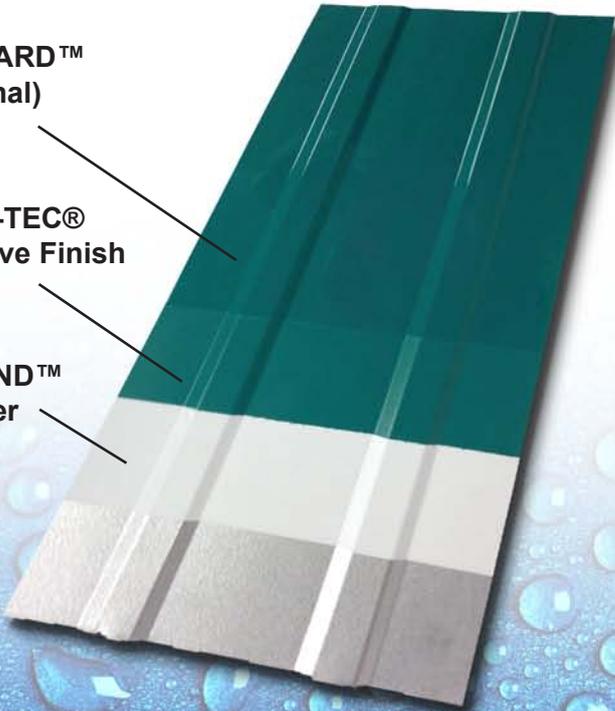
**Aluminum Panels with White Coatings in Florida with only 18 Months Weathering!**

**KYNARAQUATEC®**  
BY ARKEMA

**CLEAR-GARD™**  
(Optional)

**REFLECT-TEC®**  
Heat-Reflective Finish

**TEX-BOND™**  
Primer



**REFLECT-TEC® TEX•COTE®**

Atlanta-Hartsfield Airport



TEX·COTE® Textured Coating Systems are the products of choice for FAA control towers and facility buildings.

# TEX·COTE XL-70®

PRIMER-LESS SYSTEM FOR CONCRETE & MASONRY

TEX·COTE® XL-70® “W” is a high-build, plasticized, **epoxy acrylic** 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.

- Primer-less one-coat system can be applied directly to cured or uncured concrete with pH of 13 or less.
- Available as a smooth airless system or in sand, fine, and coarse textures.
- Over ten year track record with excellent adhesion and color retention over residual form oils and release agents.
- **XL-70® “W” Primer** available if preferred by building owner or contractor and can be used as a fog coat to telegraph imperfections in substrate.
- **XL-70®** solvent formula available for low temperature applications and to provide excellent adhesion for concrete surfaces that exhibit chalking, calcium hydroxide, efflorescence, or other problems that may inhibit adhesion.

Suncor Energy



Rolls-Royce Crosspointe Facility



Office Depot Global Headquarters



City of Lauderdale Municipal Complex

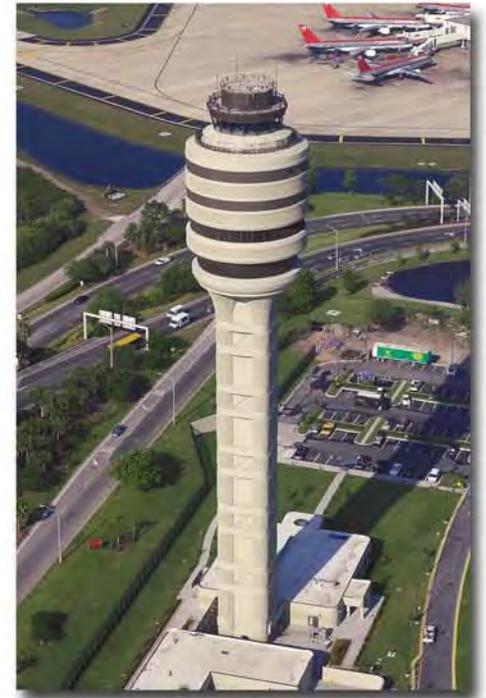


TEX·COTE®

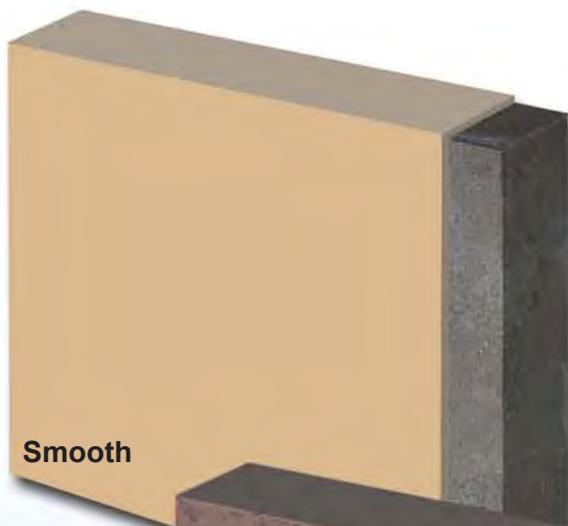
# TEXTURED & SMOOTH COATINGS FOR TILT-UP, PRECAST, OR CAST-IN-PLACE CONCRETE CONSTRUCTION

TEX•COTE®'s line of textured and smooth products are designed specifically to meet the unique needs of tilt-up, precast, and cast-in-place concrete construction. TEX•COTE®'s unique systems provide performance, unmatched beauty, and outstanding savings in both cost and time. TEX•COTE®'s coating systems for tilt-up, precast, and cast-in-place concrete construction are available in smooth, sand, fine, and coarse textures.

- **TEX•COTE® TC-600** is a premium, high-build, 100% acrylic terpolymer, water-based coating with elastomeric properties featuring rapid dry time and excellent adhesion. TC-600 is UV resistant and has passed the stringent 5,000 hour weatherometer test.
- **TEX•COTE® TC-400** is a high-build, efflorescence blocking, water-based coating with elastomeric properties featuring rapid dry time and superior adhesion.
- **TEX•COTE® TC-300** is a high-build, copolymer acrylic water-based textured coating which features rapid dry time, good adhesion, and flexibility. TC-300 provides excellent protection at a value when price is the overriding issue.
- **TEX•COTE® TEX•GARD®** is an economical high build latex (water-based) coating which features good adhesion, rapid dry time, and flexibility.



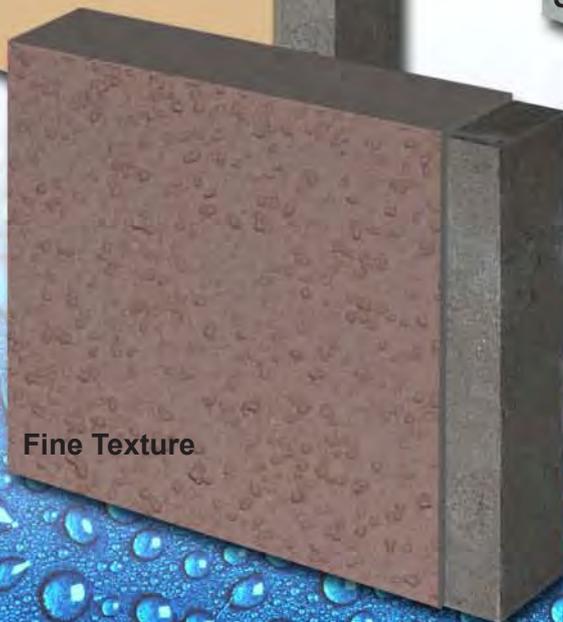
Orlando International Airport



Smooth



Sand Texture



Fine Texture



Coarse Texture

**TEX•COTE®**



U.S. Department of Transportation  
**Federal Highway  
Administration**

and

**30 States**

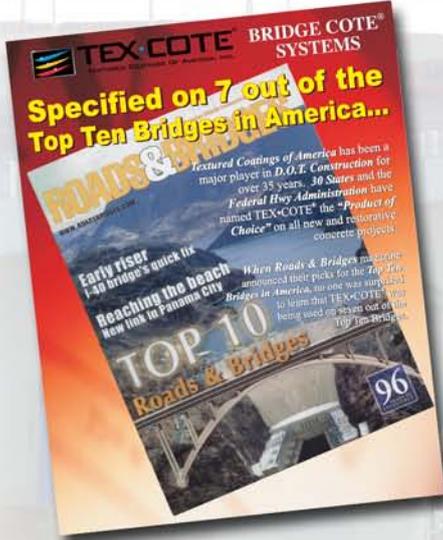
have named **TEX•COTE®** the "Product of  
Choice" on all new and restorative projects!

# BRIDGE-COTE®

## PROTECTIVE COATINGS FOR THE TRANSPORTATION INDUSTRY

Textured Coatings of America, Inc. is a world leader in the manufacturing of long-term performance **BRIDGE-COTE®** products to protect bridges, barrier walls, and other transportation related structures. Because of the unique protective features of **TEX•COTE®** products, 30 states and the Federal Highway Administration have named them the "Product of Choice" on all new and restorative concrete projects.

The **TEX•COTE® BRIDGE COTE®** products, including **XL-70® BRIDGE COTE®** and **XL-70® "W" BRIDGE COTE®**, are so uniquely formulated that they can be applied on damp, dry, cured, or uncured concrete without a primer. That's revolutionary! **TC-300 BRIDGE COTE®** and **XL-70® "W" BRIDGE COTE®** are both water-based, low VOC coatings with very good color retention, even in deep tones. In fact, **TEX•COTE® BRIDGE COTE®** products have such incredible characteristics, they have been used on seven of the top ten bridges in America - making **BRIDGE COTE®** one of the most popular bridge coatings in the world today. Other **TEX•COTE®** products that are commonly used in the transportation industry include the **RAINSTOPPER®** line of concrete penetrant sealers, repellants, and stains and the **GRAFFITI GARD®** line of permanent and sacrificial anti-graffiti coatings.



I-95, I-295 Interchange - Jacksonville, FL



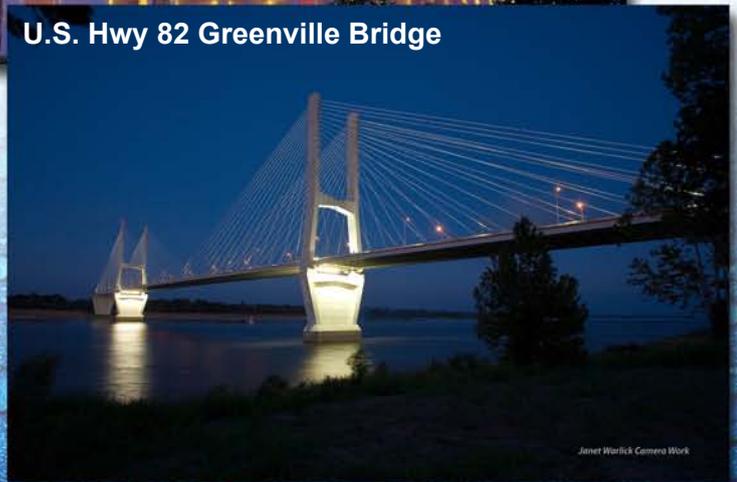
Merrill P. Barber Bridge - Vero Beach, FL



Hathaway Bridge - Panama City Beach, FL



U.S. Hwy 82 Greenville Bridge

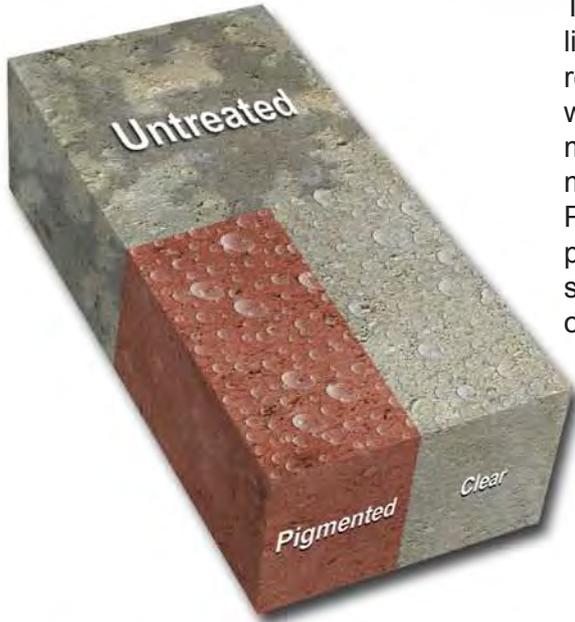


# TEX•COTE®

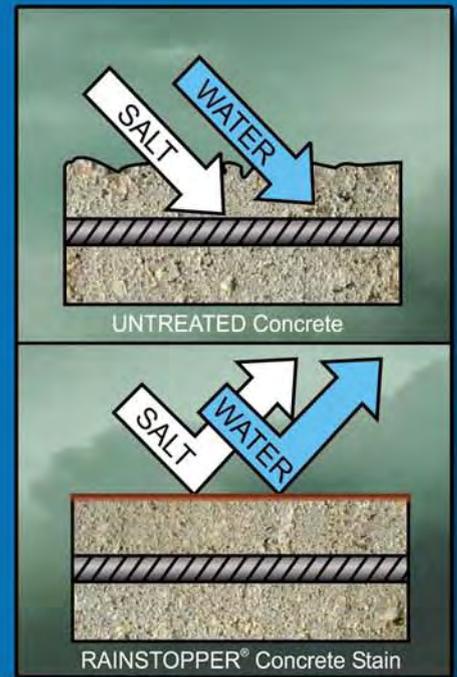
Janet Worlick Camera Work

# RAINSTOPPER®

CONCRETE STAIN



The **TEX•COTE®RAINSTOPPER®** line of products is designed to reduce salt intrusion and provide water repellency to concrete and masonry surfaces, while allowing moisture vapor transmissions. Products are available as clear and pigmented water-based penetrant sealers, or as semi-transparent to opaque stains.



**RAINSTOPPER®** Penetrant Sealers, Repellants, and Stains cause treated substrates to become water and salt repellent.

# GRAFFITI-GARD®

PERMANENT AND SACRIFICIAL ANTI-GRAFFITI COATINGS



The **TEX•COTE® GRAFFITI GARD®** Systems provide permanent and sacrificial coating solutions that resist graffiti from a variety of materials including spray paints and marking pens. In many cases, freshly applied wet spray paint/ ink will actually crawl back on to itself, frustrating would-be taggers and causing them to stop and move on to another target. **GRAFFITI GARD®** is available as a high-gloss or low luster system.

**TEX•COTE®**



# COOL-TEX<sup>®</sup>

## CONCRETE FLOOR & DECK COATING SYSTEM



Smooth Roll-On



Lace Finish



Medium Splatter



Fine Splatter

The **COOL-TEX<sup>®</sup>** concrete floor and deck coating system can help preserve and beautify your concrete decks and walkways. COOL-TEX<sup>®</sup> also provides outstanding chemical resistance, enhanced mildew resistance, superior cleanability, and a cooler walking surface. COOL-TEX<sup>®</sup> is perfect for garage floors, patios, walkways, balconies, ramps, recreational areas, warehouses, and any other concrete surface.

- Advanced heat-reflective technology provides cooler walking surface
- Withstands spills from gasoline, oil, and other automotive chemicals
- Resists hot tire pickup and staining
- Long lasting durability and resistance to stains and scratches
- Mildew, fungus and algae resistance mean less maintenance
- Can be applied in roll-on, splatter, and lace finishes
- Water-based epoxy coating with near-zero VOC
- Heat-reflective properties lead to superior fade resistance
- Can contribute Toward LEED<sup>™</sup> Credits
- **COOL-TEC<sup>™</sup>** heat-reflective primer-less coating also available for non-vehicular concrete and wood surfaces.



Garage Floors



Walkways



Residential



Warehouses

COOL-TEX<sup>®</sup>

# ERASER•COTE®

CLEAR AND WHITE DRY-ERASE COATING

## ULTRA LOW-ODOR DRY-ERASE COATING SYSTEM

ERASER•COTE® is an advanced, very low VOC, two part water-based polyurethane white or clear coating that creates a high performance seamless dry-erase writing surface for use with industry standard dry-erase markers and erasers. ERASER•COTE® can turn almost any smooth surface, even entire walls, into a long-lasting dry-erase writing surface. It may be used to restore old dry-erase boards and chalkboards.

- Easy Dry-Erase Marker Removal
- Available in White or Clear
- Resists Stains and Daily Wear
- Easy to Maintain and Clean
- Simple to Mix and Apply
- Easy Roller Application
- Ultra Low Odor
- Water-Based/ Low VOC (<50 g/L)
- Can contribute Toward LEED™ Credits
- Order ERASER•COTE® Clear and White Dry-Erase Coating online today at [www.erasercote.com/](http://www.erasercote.com/)



ERASER•COTE® Clear and White Dry-Erase Coatings are available in either Quart Kits or Gallon Kits to accommodate any size job - large or small! Kit comes with everything needed for the easy application to turn any surface into a dry-erase board!



Conference Rooms



Household Kitchen



Healthcare



Kid's Rooms

ERASER•COTE®

# TEX•COTE® PRODUCT MATRIX

Product Name	Description	VOC
<b>TEX•COTE® COOLWALL® Heat Reflective Wall Coatings</b>		
COOLWALL® SUPER-COTE™ Finish	Heat-reflective exterior wall coating with superior durability and fade resistance.	<50 g/L
COOLWALL® Classic Smooth Primer	Smooth high-build acrylic copolymer latex primer for multiple substrates.	<100 g/L
COOLWALL® Textured Primer	Sand, fine, or coarse textured acrylic latex primer for multiple substrates.	<100 g/L
COOLWALL® RE•COTE™ Primer	Smooth 100% acrylic primer with excellent adhesion to previously painted surfaces.	<100 g/L
<b>TEX•COTE® REFLECT-TEC® Heat-Reflective Roof and Metal Wall Coatings</b>		
REFLECT-TEC® Heat-Reflective Finish	Kynar Aquatec®/acrylic 1K coating with superior fade, mold, mildew, and dirt resistance.	<50 g/L
TEX•BOND™ Primer	Smooth acrylic bonding primer with superior adhesion to hard, slick surfaces.	<100 g/L
METAL-PRIME™ Primer	Smooth acrylic primer with good corrosion protection and adhesion to metal surfaces.	<100 g/L
<b>Architectural Textured and Smooth High-Build Coatings</b>		
XL-70® "W" Textured Coatings	Multiple textured epoxy acrylic one-coat system suitable for cured or green concrete.	<100 g/L
XL-70® "W" Smooth Airless Coatings	Smooth airless epoxy acrylic one-coat system suitable for cured or green concrete.	<100 g/L
XL-70® "S" Textured Coatings	Solvent-based multiple textured one-coat system suitable for cured or green concrete.	<400 g/L
XL-70® "S" Smooth Airless Coatings	Solvent-based smooth airless one-coat system suitable for cured or green concrete.	<400 g/L
TC-600™ Textured Coating	Multiple textured 100% acrylic rapid-drying coating with elastomeric properties.	<100 g/L
TC-400™ Textured Coating	Multiple textured, efflorescence-blocking coating with elastomeric properties.	<100 g/L
TC-400™ Smooth Airless Coating	Smooth airless, efflorescence-blocking coating with elastomeric properties.	<100 g/L
TC-300™ Textured Coating	Multiple textured latex/ acrylic copolymer for use on concrete/ masonry surfaces.	<100 g/L
TEX•GARD® Textured Coating	Multiple textured latex coating with good adhesion, rapid drying, and flexibility.	<100 g/L
S-T-R-E-T-C-H™ Elastomeric Coating	Smooth 100% acrylic terpolymer elastomeric coating with up to 400% elongation.	<50 g/L
TEX•COTE® Elastomeric Roof Coating	Smooth elastomeric latex acrylic coating with superior resistance to ponding water.	<50 g/L
<b>TEX•COTE® TOP•COTES™</b>		
TRIM•COTE®	Smooth 100% acrylic with great weatherability for wood and other trim surfaces.	<50 g/L
CLEAR-GARD™	Clear polyurethane coating system with superior resistance to chemical and staining.	<5 g/L
COLOR•COTE™	Smooth, satin 100% acrylic exterior coating for use over multiple substrates.	<100 g/L
D.F. COLOR•COTE™ (Dead Flat)	Smooth, dead flat 100% acrylic exterior coating for use over multiple substrates.	<100 g/L
<b>TEX•COTE® EIFS Finishes</b>		
TEX•COTE® EIFS Spray/Trowel Applied Finish	Infrared heat-reflective, multiple textured advanced acrylic coating for EIFS systems.	<50 g/L
TEX•COTE® EIFS Primer	Smooth 100% acrylic primer with excellent adhesion to previously painted surfaces.	<100 g/L
<b>Transportation Products</b>		
XL-70® "W" BRIDGE•COTE® (Water-Based)	Multiple textured epoxy acrylic one-coat system suitable for cured or uncured concrete.	<100 g/L
XL-70® "S" BRIDGE•COTE® (Solvent Based)	Solvent-based multiple textured one-coat system suitable for cured or uncured concrete.	<400 g/L
XL-70® "C" BRIDGE•COTE®	Fine textured one-coat system that functions as concrete coating and curing compound.	<400 g/L
XL-70® BRIDGE•COTE® with Silane	Multiple textured one-coat system with Silane to cure, seal, and coat in one application.	<400 g/L
BRIDGE•COTE® 300	Multiple textured latex/ acrylic copolymer featuring rapid drying and good adhesion.	<100 g/L
<b>Penetrant Sealers, Repellants, and Stains for Concrete and Masonry Surfaces</b>		
RAINSTOPPER® 120, 140 "W" Silane Sealers	Water-based clear penetrating sealers that make surfaces repellant to water and salts.	<350 g/L
RAINSTOPPER® 110, 120, 140 Silane Sealers	Solvent-based clear penetrating sealers that make surfaces repellant to water and salts.	<400 g/L
RAINSTOPPER® 1750 "W"	Silane/ alkoxy silane emulsifiable concentrate that imparts water repellency to surface.	<400 g/L
RAINSTOPPER® Ultra Silicone Acrylic Concrete Stain	Modified acrylic system that provides opaque color toning to concrete and masonry surfaces. Also available in lower solids semi-transparent stain.	<100 g/L
RAINSTOPPER® 2000 W Clear	Silicone emulsion and reactive silane concrete penetrating sealer and water repellent.	<120 g/L
<b>Anti-Graffiti Coatings</b>		
GRAFFITI GARD® IV	Non-sacrificial, two-component system that resists graffiti from a variety of materials. Also available in low luster formula.	<50 g/L
GRAFFITI GARD® S	Non-sacrificial, silicone 1k system that resists graffiti from a variety of materials.	<250 g/L
Sacrificial GRAFFITI GARD®	Sacrificial, one-component system that resists graffiti from a variety of materials.	<50 g/L
GRAFFITI GARD® IV Biodegradable Cleaner	Cleaner used to clean graffiti off of surfaces protected with GRAFFITI GARD® IV.	<10 g/L
<b>Heat-Reflective Floor and Deck Coatings</b>		
COOL•TEX® Concrete Floor and Deck Coating	Two-component epoxy coating that protects bare concrete surfaces.	<10 g/L
COOL•TEX® CLEAR-GARD™	Clear polyurethane coating system with superior resistance to chemical and staining.	<5 g/L
COOL•TEC™ Concrete and Wood Deck Coating	One-component coating for non-vehicular concrete and wood deck surfaces.	<50 g/L
<b>Clear and White Dry-Erase Coatings</b>		
ERASERCOTE® Dry-Erase Coatings	Ultra low-odor, two-component polyurethane coating that creates a high-performance seamless dry-erase writing surface for use with industry-standard dry-erase markers.	<50 g/L

Most products listed available in 1, 5, and 55 gallon containers. See [www.texcote.com/specs.php](http://www.texcote.com/specs.php) for full product information and other VOC restrictions.

## PROTECTING AND PRESERVING BUILDINGS AROUND THE WORLD

TEX·COTE® products have not only been used to protect and preserve structures in the United States, but have also been used on buildings, homes and bridges in many countries throughout the world. TEX·COTE® continues to add new distribution points regularly, most recently in Dubai, the Bahamas, Barbados, Mexico, and more.



Bahamas



Barbados



Mexico



Philippines

# TEX·COTE®



call **1.800.454.0340** or visit **www.texcote.com**

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