

COOLWALL® Systems

Advancing Exterior Wall Coatings for a Sustainable Future

Green building is the practice of increasing the efficiency of today's buildings by reducing their use of energy, water and materials, and reducing the building's impact on human health and the environment through better design, construction, operation, maintenance and removal - the complete building life cycle.

Effective green building can lead to reduced operating costs by increasing productivity and using less energy and water; improved public and occupant health due to improved indoor quality; and reduced environmental impacts by lessening the heat-island effect.

Conservation breakthroughs in building operations and technologies are continuously being developed and staying current on these advancements can mean considerable savings and a reduced impact on the environment. Through ongoing research and development, scientists have discovered ways to maximize the economic and environmental performance of today's facilities.

TEX·COTE®'s COOLWALL® Exterior Wall Coating Systems are the ideal choice for architects, developers, building owners, city officials and school administrators who are looking to enhance their building's sustainability. This truly "green", low VOC wall coating system has been specially formulated to reflect the invisible IR light from the sun, thereby reducing the amount of heat absorbed by exterior surfaces without changing the surface's colors. In addition, COOLWALL® has been tested in a two-year study by the U.S. Department of Energy's Oak Ridge National Laboratory to reduce wall surface temperatures and reduce cooling costs by as much as 21.9%. (Percentage of savings are based on the DOE study which showed savings ranging from 4.2-21.9%)*

In addition to the direct financial savings it provides to the building owner, COOLWALL® offers additional environmental benefits:

Energy Savings - reduces the amount of heat entering the interior space of a building which means less energy is required for cooling.

Recycled Materials - COOLWALL® is environmentally conscious in that it also uses recycled material in the formulation.

Conservation of Resources - due to improved durability and superior fade resistance, less repainting is needed thereby reducing packaging waste and its impact on landfills.

Air Quality - Less energy is needed to cool the building, therefore less demand on power plants and reduced heat-island effect.

*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.



only from
TEX·COTE®
TEXTURED COATINGS OF AMERICA, INC.



About Us Textured Coatings of America, Inc. was founded in 1961 in Los Angeles, California. Today our corporate headquarters is located in Panama City, Florida, our national sales office in Ft. Lauderdale, Florida, and manufacturing facilities in both Panama City and Los Angeles. Our ongoing research and development has led the way to countless industry advancements including products that comply with today's demand for "green building" solutions. After a two year study, the U.S. Department of Energy's Oakridge National Laboratory confirmed that TEX·COTE®'s COOLWALL®, our patented heat reflective exterior wall coating, will in fact reduce cooling costs. COOLWALL® also maintains color integrity, which extends the life cycle of the coating. In addition, the unique characteristics of COOLWALL® have enabled us to provide architects with the opportunity to receive continuing education credits with our AIA/CES Distance Learning Program and potential LEED Certification when utilizing COOLWALL®.

TEX·COTE® products have been used on some of the world's most prestigious buildings, landmarks and homes. Our products meet the most stringent federal standards for use on military bases which require the coatings to be able to withstand the equivalent of 40 years of exterior exposure.



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Printed on Recycled Paper

Some of our Recent COOLWALL® Projects



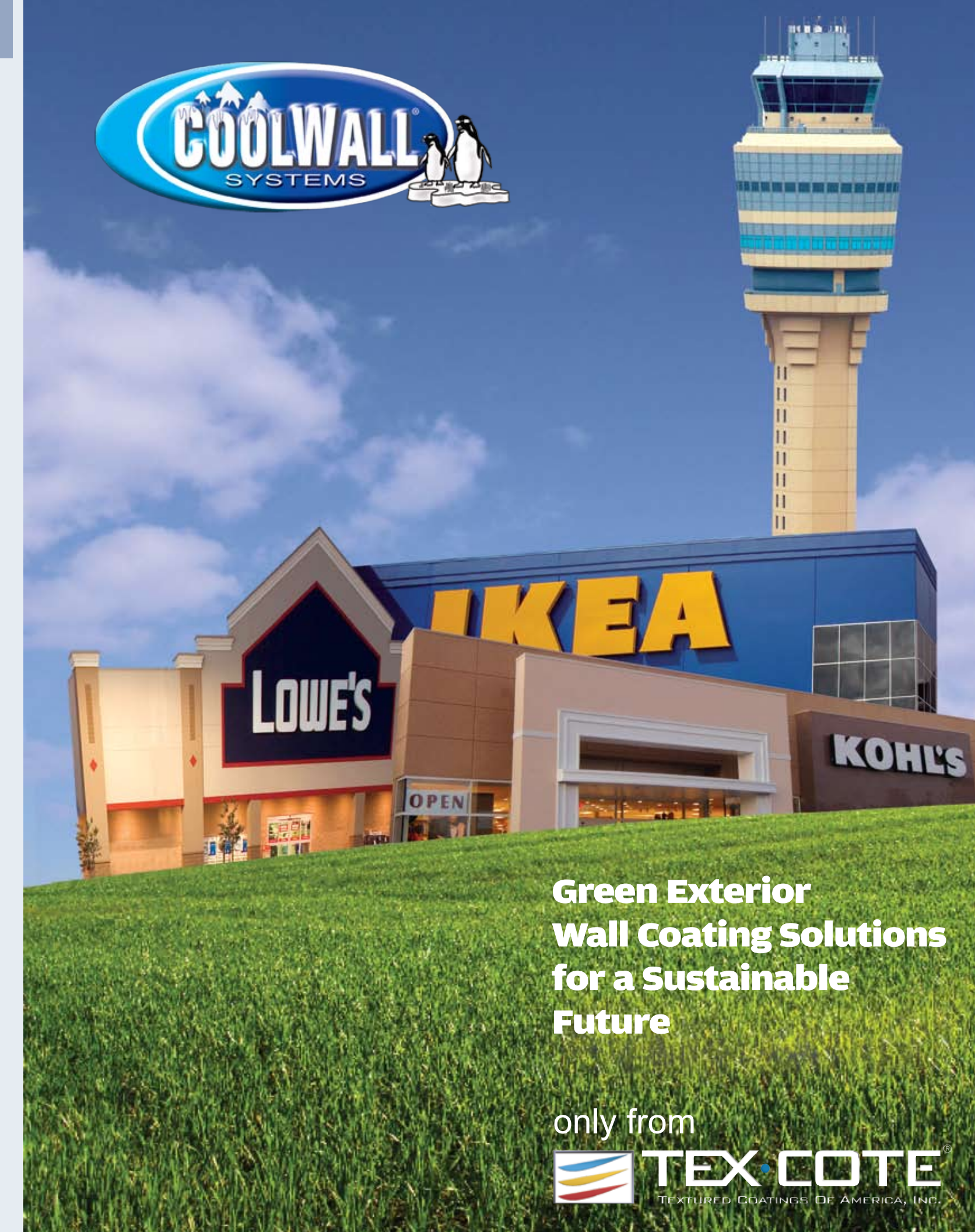
Kohl's Store, Panama City, Florida



University/City of Ave Maria Complex, Ave Maria, Florida



IKEA Store, Sunrise, Florida



**Green Exterior
Wall Coating Solutions
for a Sustainable
Future**

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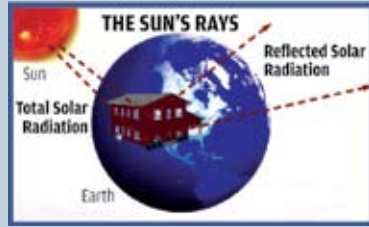


driving exterior coatings for a sustainable future

Jay A. Haines, President/CEO meets with Robert F. Kennedy, Jr., Keynote Speaker at the 2009 COOLWALL® Symposium.

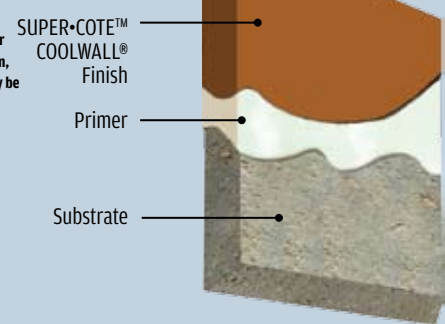


MOST GREEN COATINGS CUT VOCs ONLY ONE CUTS EMISSIONS THROUGH REFLECTIVITY, UTILIZES RECYCLED MATERIALS and HELPS REDUCE GLOBAL WARMING



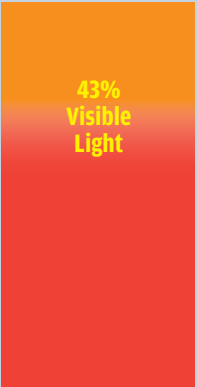
Most coatings claim to be "green" simply by cutting VOC content. With COOLWALL® from TEX•COTE®, eliminating VOCs is just the beginning. COOLWALL®'s patented heat reflective technology can reduce exterior wall temperatures by as much as forty degrees, because it's on average 100% more reflective than competitive coatings. COOLWALL® has been tested by the Department of Energy 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%).* Additionally, because its painting cycle is far longer than other paints and coatings, COOLWALL® dramatically reduces the environmental impact of repainting - not to mention the cost. Your building isn't truly green until it's finished with COOLWALL®, the exterior finish that pays for itself!

*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



A True Green Exterior Coating

Total Solar Reflectance
The Patented COOLWALL® Systems reduce the effect of the largest portion of the light spectrum, near infrared light, which is invisible to the eye. With this technology, COOLWALL® is able to keep the surfaces of a structure cooler, even in dark colors, by reflecting the heat back into the atmosphere.



TEX•COTE®'s COOLWALL® Systems are formulated to reflect the sun's heat, thereby reducing heat build up on exterior walls. Cooler exterior walls equal cooler interiors, which means reduced energy consumption and savings on cooling costs. This performance is consistent throughout the entire color spectrum.

Using TEX•COTE®'s COOLWALL® Systems Dark Beige instead of conventional paint in the identical color, increased the TSR (Total Solar Reflectivity) from 16.2% to 35% - a total increase of 116%!

COOLWALL® Systems are designed to withstand the test of time. The reflective properties of COOLWALL® help maintain color integrity and provide superior protection against fading.

Using TEX•COTE®'s COOLWALL® Systems Light Beige instead of conventional paint in the identical color, increased the TSR (Total Solar Reflectivity) from 45% to 59.6% - a total increase of 32.4%!

COOLWALL® is ideal for schools, government buildings, retail stores and malls, industrial and commercial centers, warehouse facilities, municipal complexes, hotels, multifamily condominiums, apartment buildings . . . virtually any building type!

Using TEX•COTE®'s COOLWALL® Systems Medium Beige instead of conventional paint in the identical color, increased the TSR (Total Solar Reflectivity) from 22.9% to 46.2% - a total increase of 101.7%!

Green Building Certification Through the LEED Green Building Rating System

Developed by the U.S. Green Building Council, the Leadership in Energy & Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction and operation of high-performance sustainable buildings in the United States. The rating system was developed and is continuously refined through a consensus-based process that has quickly become the green building standard of choice for federal agencies, state and local governments and the private sector.

LEED addresses all building types and phases of a building's life cycle: new construction, commercial interiors, core and shell, operations and maintenance, homes, neighborhoods, and specific applications such as retail, multiple buildings/campuses, schools, health care facilities, laboratories.

This rating system provides a complete framework for assessing build performance and meeting sustainability goals. The credit categories and points are consistent throughout each of the rating systems. The major categories include:

- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental Quality
- Innovation and Design Process/ Operations and Maintenance

There are four levels of certification: Certified, Silver, Gold and Platinum. These levels are based on the total points earned with Platinum Certification Level being the highest.

TEX•COTE®'s COOLWALL® Systems can help our customers achieve their LEED certification. Currently, our exterior wall coating system can contribute to as many as four of the six LEED categories:

- Sustainable Sites
Credit: Heat Island Effect, Non-Roof
- Energy and Atmosphere
Credit: Optimize Energy Performance
- Materials and Resources
Credit: Recycled Content: 10%
- Innovation and Design Process
Credit: Innovation in Design



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