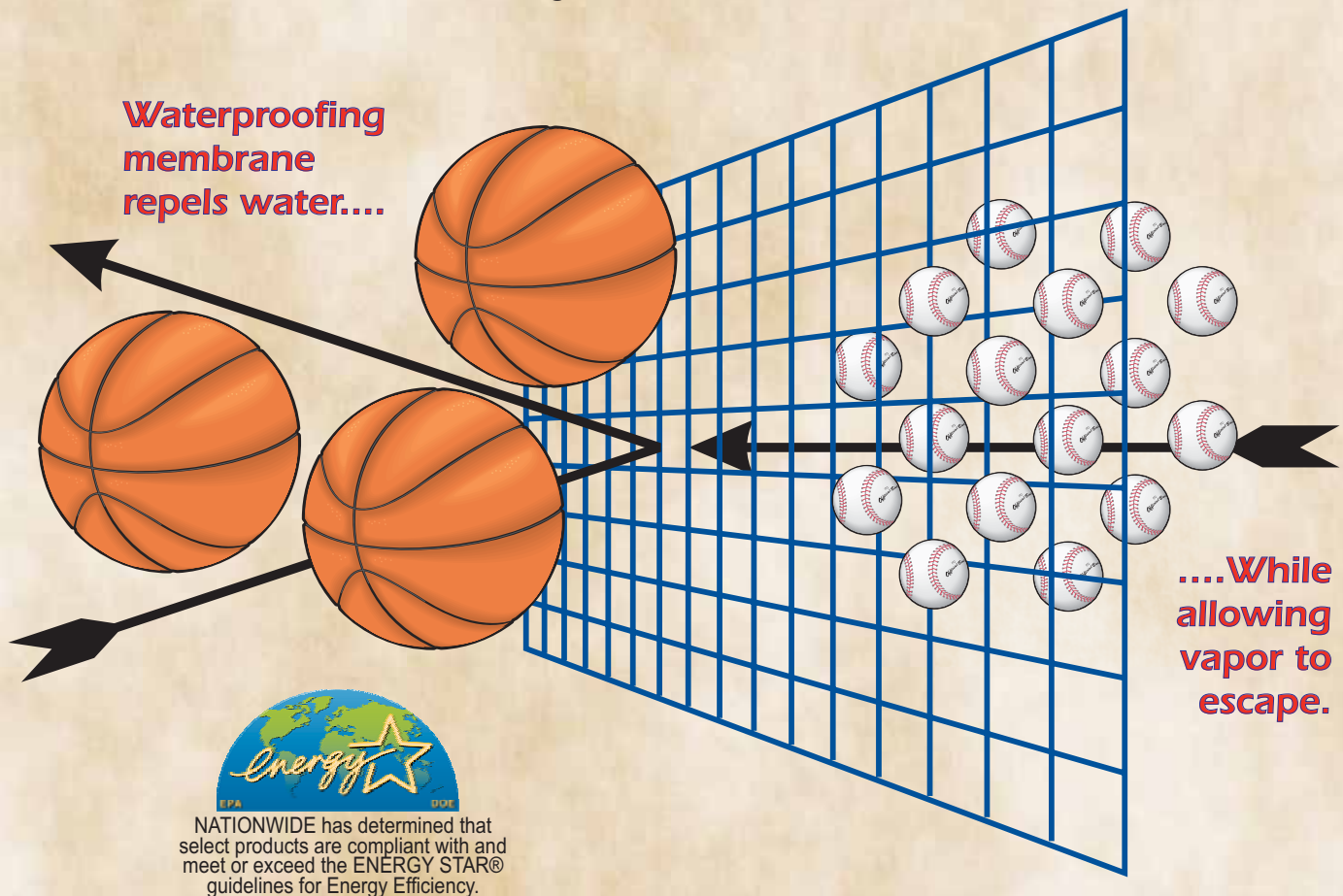




BREATHABILITY OF OUR ELASTOMERIC COATINGS

Breathability is a topic many paint manufacturers don't talk about. If the product can't breathe, then it will fail; it's just a question of when. Take a few minutes to learn about this important feature of Nationwide's Elastomeric Ceramic Roof and Wall Coatings.



WHAT IS THE PERM RATE?

Basically, a perm rate is the length of time, in seconds, it takes moisture to pass through a square meter of membrane material. Nationwide's Elastomeric Ceramic Coatings are highly resistant to water penetration, yet they allow vapor to escape.

This diagram illustrates the coating membrane (the mesh), the size of water in liquid form (the basketballs) and the size of water as a vapor (the baseballs). This graphic is not representative of actual liquid and vapor particulate sizes; the actual ratio is more dramatic at 1600:1 (liquid water vs. water vapor).

Permeability is critical to long life in a coating. Trapped water and condensation in non-permeable coatings are leading causes of product failure as well as contributing factors in the growth of mold and mildew.