

NATIONWIDE PROTECTIVE COATING MFRS., INC.

PRODUCT RELEASE

ColorActiv® Technology

**EXTREME DURABILITY - HIGH REFLECTIVITY - ENERGY SAVING -
INCREASED FADE RESISTANCE**

Nationwide Protective Coating Mfrs., Inc. has recently introduced COOL COLORS with ColorActiv® Technology, a new color pigment system of Highly Reflective, Energy Saving Colorants with Excellent Fade Resistance. These color pigments were originally designed for Military applications. The reduction in surface temperatures provided stealth capabilities against thermographic heat seeking radars to Military vehicles and structures. This same technology is now available in ColorActiv® Technology Pigments for most any of Nationwide Protective Coating Mfrs., Inc. Paint or Coatings from Concrete Stains to Wall and Roof Coatings. Touch the roof or walls of a home or business when it's been out in the sun for a while, and you will see it's quite hot. In fact, some dark colored roofing can attain a temperature of 190 degrees Fahrenheit or more. Why? It's because these materials absorb a large portion of the infrared radiation from the Sun. This heat buildup transfers inside the structure, increasing cooling costs. ColorActiv® Technology now allows for dark colors to have more reflectivity than ever before. This lowers the surface temperatures thus lowering heat transfer into the structure. These highly reflective coatings come in a variety of colors and custom color matching is also available. Depending on your color choice these coatings provide a reflectivity from 23% to 77%.

• ENERGY SAVING INTRODUCING REFLECTIVE COOL COLOR TINTING • SOLAR REFLECTIVITY
• FADE RESISTANCE **ColorActiv® Technology** • EXTREME DURABILITY

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