

COOL COLORS

UV REFLECTIVE COLOR SYSTEM - EXTERIOR COLORS

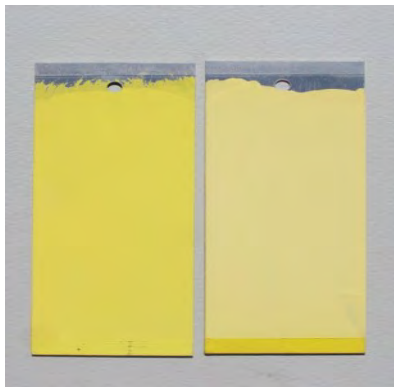
ColorActiv® Technology

Nationwide Protective Coating Mfrs., Inc. Cool Colors is an advanced state-of-the-art colorant system that reflects damaging UV rays and helps reduce the chance of dark color fading on exterior walls and roofs. Cool Colors are specially formulated to work with **Nationwide Protective Coating Mfrs., Inc.** coating products.

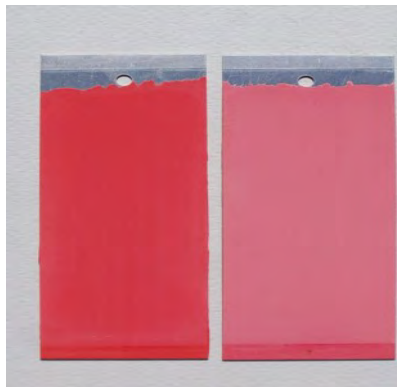


TRADITIONAL VERSES NATIONWIDE COOL COLOR PIGMENTS

Exterior performance – MASS TONES (3 year simulation)



COOL COLOR YELLOW PIGMENT: CCY
 TRADITIONAL YELLOW PIGMENT: TPY
 CCY $\Delta E = 2.93$
 TPY $\Delta E = 37.31$



COOL COLOR RED PIGMENT: CCR
 TRADITIONAL RED PIGMENT: TPR
 CCR $\Delta E = 6.35$
 TPR $\Delta E = 17.09$



COOL COLOR BLUE PIGMENT: CCB
 TRADITIONAL BLUE PIGMENT: TPB
 CCB $\Delta E = 5.00$
 TPB $\Delta E = 10.71$

Exterior Shades: Higher Performance with durable pigments

24 months Florida exposure at 45° degree south



TRADITIONAL ORGANIC YELLOW
 COOL COLOR YELLOW ONLY



TRADITIONAL ORGANIC ORANGE
 COOL COLOR RED & YELLOW BLEND

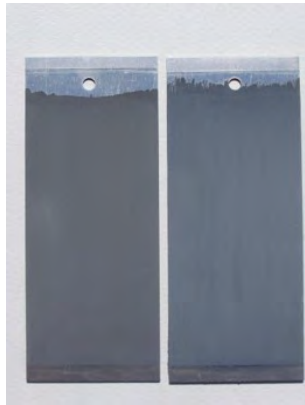
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Carbon Black (CB) vs. Iron Oxide Black (IOB)

- Carbon black is an industry standard, great economy, excellent opacity, moderate exterior durability.
- Carbon black is susceptible to fade, blush & alkali burn, also common to most other organic pigments.
- Carbon black is rarely used for mass coloration of concrete.

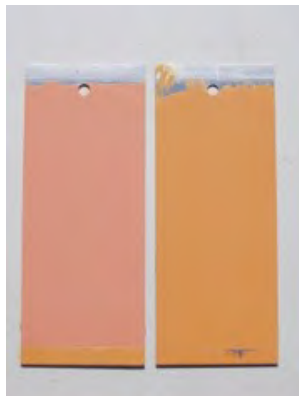


COOL COLOR IRON OXIDE BLACK $\Delta E = 6.69$
TRADITIONAL CARBON BLACK $\Delta E = 9.81$

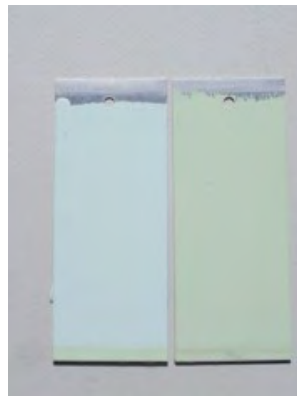


COOL COLOR MATCH COMPARISONS

Samples of listed colors were tinted in identical base products and exposed simultaneously for 870 Megajoule.



P23 – TANGY
TRADITIONAL COLORANTS $\Delta E = 19.04$
NATIONWIDE COOL COLOR $\Delta E = 1.38$



P123 – INTENSE TURQUOISE
TRADITIONAL COLORANTS $\Delta E = 18.30$
NATIONWIDE COOL COLOR $\Delta E = 1.61$



A11 – DARE 2 B DISCO
TRADITIONAL COLORANTS $\Delta E = 10.58$
NATIONWIDE COOL COLOR $\Delta E = 3.53$



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