

Simon Properties - Shoney's Pier Park Color Stability Analysis

Original Application Date: February, 2013

Background:

Shoney's building located in Panama City Beach, Florida was coated with TEXCOTE[®] COOLWALL[®] SUPERCOTE[™] SMOOTH TEXTURE SYSTEM over hardy plank. It was coated in February of 2013 incorporating IR reflective technology and evaluated for color change over time. The color used is called Stop Red. Color change readings (DELTA E values) were taken using an X-Rite portable Spectrophotometer, Model SP60. All DELTA E values were calculated using CIE DELTA E criterion.

Observations:

The average values of these color readings that were taken are shown in the chart below. These Delta average values were taken after 49 months of exposure. Panama City weather in Florida, USA has an average annual rainfall of over 80". The climate in this region ranges from the low teens in the winter to over 100° Fahrenheit with 100% humidity during the summer. These walls have been exposed to harsh weather conditions such as heavy rain, salt air, ultraviolet light from the sun, high humidity and high winds. Our TEXCOTE[®] COOLWALL[®] SUPERCOTE[™] SMOOTH TEXTURE SYSTEM demonstrates outstanding color retention after 49 months of exposure, especially with this red, one of the hardest colors when exposed to UV light. Conventional exterior reds, after these periods of exposure, usually have Delta averages of 20 units or more. These coated walls also do not show any sign of mold growth, including the North side, chalking or cracking of the coating and show an excellent resistance to dirt pick-up.



Northern Exposure

Conclusion:

This **TEXCOTE® COOLWALL® SUPERCOTE™ SMOOTH TEXTURE SYSTEM** has an outstanding color retention and excellent water repellency after 4 years due to **Texcote® IR** technology. After 49 months, this bright red color continues to exhibit an amazing ability to retain color fastness and resistance to color fading. Also, our reds move to the blue or darker side so any delta change is less visually noticeable than the competition that typically moves to the lighter or pinker side!



Western Exposure

DE Values after 49 Months, Texcote® Coolwall® Supercote™ Smooth Texture System

Color: COOLWALL® SUPERCOTE™ Stop (red)	DL	Da	Db	DE
Average ΔE, North wall	2.97	1.01	3.31	4.56
Average ΔE, North wall Shade (under eave)	3.89	1.14	2.71	4.88
Average ΔE, East wall	3.98	0.7	2.03	4.52
Average ΔE, North wall Shade (under eave)	2.85	1.2	3.02	4.32
Total ΔE Average				4.57



Color name: Stop Red



Western Exposure
Flower boxes were painted the same color but with conventional paint



Western Exposure

Color Change (DE)
TEXCOTE® COOLWALL® SUPERCOTE™ SMOOTH
TEXTURE SYSTEM
Color name is Stop Red, Deltas after 49 Months

