

Massalina Memorial Homes' Color Stability Analysis

Original Application Date: March 28, 2012

Background:

Massalina Memorial Homes elected to use Textured Coatings of America, Inc. to provide a superior exterior coating solution for their Panama City apartment complex. The apartment complex, a brick structure, was coated with the **TEXCOTE® COOLWALL® SUPER-COTE™ SMOOTH TEXTURE** System, incorporating IR reflective pigment technology, in March of 2012 and evaluated for color change over time. The chosen colors were **COOLWALL® SUPER-COTE™ Dixieland (Gray)** over the main body of the buildings and **COOLWALL® SUPER-COTE™ Onyx Black** on the shutters. Color readings were taken in different locations of the building using an X-Rite portable Spectrophotometer, Model SP60. All **DELTA E** values were calculated using CIE **DELTA E** criterion.





Northern Exposure

Observations:

The average value of these color readings that were taken are shown in the chart below. Delta values were taken at 57 month's age (almost 5 years), for different locations of the building. These coated surfaces have been exposed to weather conditions including heavy rain, ultraviolet light from the sun, high humidity and high winds. **TEXCOTE® COOLWALL® SUPER-COTE™** System demonstrates outstanding color retention with less than 2.2 delta value units of color change for both Southern and Northern exposures after almost 5 years of exposure. Conventional exterior paints, after similar exposure, typically show a change of 10 units or more. These walls do not show any sign of mold growth, including the North wall, despite an average annual rainfall of over 80". Nor do they exhibit any chalking or cracking of the coating.



Western Exposure



Eastern Exposure



Southern Exposure

Conclusion:

TEXCOTE® COOLWALL® SUPER-COTE™ System demonstrates long-lasting color retention and excellent water repellency due to TEXCOTE® IR technologies. After almost 5 years of exposure in the intense weather environment of northwest Florida, the minimal color change shows an amazing ability to retain color fastness and to resist color fading. Based on the data obtained on this building and others coated using the TEXCOTE® COOLWALL® SUPER-COTE™ System, it is to be expected that surfaces coated with this system will continue to look as though newly painted for quite some time.

Almost 5 years of Exposure Color Comparison

Massalina Colors	DL	Da	Db	DE
Dixieland (Gray) Color				
ΔE, South	75.81	-1.26	-1.29	1.66
ΔE, Shaded	76.20	-1.11	-0.69	.98
Total ΔE Average				1.32
Onyx Black Color				
ΔE, South	26.48	-0.32	-1.08	2.27
ΔE, Shaded	26.48	-0.18	-0.18	2.14
Total ΔE Average				2.20

Color Change (DE) for **TEXCOTE[®] COOLWALL[®] SUPER-COTE[™]** After almost 5 Years

