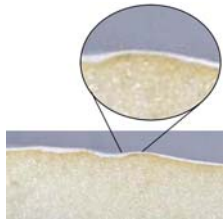


THERE IS NO “OR EQUAL”!

Throughout the years some of our competitors have claimed to have products that are equal to ours as well as cheaper than ours. Substitutions in CSI formatted specifications sometimes specify the use of: "National Coatings AcryShield coatings or equal". We decided to conduct a simple test that would easily prove how untrue their claims of "equal performance" are.

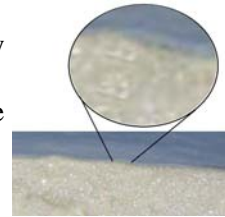
After 500 hours exposure in the QUV accelerated weathering apparatus using "B" bulbs, placing our coating as well as "Competitor X's" coating under this intense ultra violet light, we were able to determine another reason that makes our products superior to others. Here is what we found: "Competitor X" reduces cost and performance by eliminating or not adding nearly as much UV blocking pigments into their coatings. They have substituted these pigments with cheap "filler" pigments. This allows them to cut costs and sell their product for a lesser amount. National Coatings has high amounts of UV blocking pigments in our coatings, causing costs to be slightly higher; however, long term durability is much better.

What difference do the two chemicals make? The UV blocking pigments act as "sunscreens" protecting the underlying roofing membrane substrate. Without a strong protection against ultra violet rays, the roof membrane would deteriorate.



As you can see in the image to the left, a yellow discoloration is lined directly under "Competitor X's" coating. This shows how the UV rays are already penetrating through the coating and deteriorating the underlying sprayed-in-place polyurethane roof membrane. The truly amazing part of this entire study is, the test is only 500 hours (~3 weeks) old and is already deteriorating.

In the next image, you do not see any yellow discoloration below the National Coatings AcryShield coating. That is because it has the ability to highly reflect UV rays back into the atmosphere, not allowing the SPF or roof membrane to be damaged at all. The conclusion to this study proves a simple fact; you need to use high quality ingredients to preserve and maintain a roof so it will have the longest service life possible.



We decided to conduct this experiment using SPF as the roof membrane because we can see the results with the naked eye. The outcome is the same regardless of using any other conventional roofing membrane. Highly reflective coatings with proper amounts of UV blocking pigments will substantially prolong the lifespan of your roof. Choosing a lower grade coating will offer only marginal and limited protection to the roof membrane for a much shorter amount of time, resulting in the need to repair, recoat, or replace the roof much sooner.

Our competitors can't say their products are equal to ours, we now have proof. When it comes to National Coatings Products, "There is No Equal"!



NATIONAL COATINGS CORPORATION
 1201 Calle Suerte, Camarillo, California 93012
 (800) 423-9557 FAX (800) 294-3866
www.nationalcoatings.com, Email: info@nationalcoatings.com