

WHAT IS BEING SAID ABOUT ENERCHRON®!

"Helios' stuff (ENERCHRON®) reflects about 80 percent of the sun's energy... a standard roof will reflect only about 10 to 13 percent. The coating (ENERCHRON®) also lowered the surface temperature of the test roof in Berkeley by about 70 degrees, from 155 degrees down to about 85 degrees Fahrenheit."
Haider Taha, Scientist (excerpt from The Business Journal in Sacramento, September 1991)

"Applied on the interior of rooms, this coating (ENERCHRON®) would reflect radiant energy back into a room, rather than allowing it to be absorbed by the interior walls. This would lessen the heating bills during the cold weather months... When the value of extended durability is factored into the (ENERCHRON®) job - ten to thirteen years compared to a five year repaint cycle (with regular paint) — the cost drops significantly. And, when the value of 30 to 50 percent reduction in energy consumption is factored in, the cost drops radically... Contractors who apply (ENERCHRON®) will be recognized as professionals who install a critical, highly valued building component."
American Painting Contractor, May 1992

"ENERCHRON was put on my home (interior & exterior surfaces, except roof) 3 years ago and still looks as good as new. I have also noticed that my utility bills are quite a bit lower, as well. For example, on our apartment without ENERCHRON (a 700 sq. ft. 2 bedroom) the utility bill in the hot Arizona summer months has typically been about \$250 per month. But, on our home (2,300 sq. ft.) which has the ENERCHRON, we pay only \$190 for those same months! Also, my neighbors complain about having to repaint their homes about every 3 years and that the paint comes off the exterior of their homes while hosing off dirt and spider webs. I can hose off dirt and spider webs on my home and the ENERCHRON sticks tight. I don't need any interior lighting during the day at all, with the exception of the master bedroom closet. I've been able to use reduced wattage bulbs or fluorescent bulbs to further accentuate my electrical savings."
Carl Carpenter, Homeowner and happy customer

"The Taipan editorial staff tested Helios coatings (ENERCHRON®) that had been applied to pieces of cardboard. We crinkled, folded, and wadded up the samples but were unable to crease or crack the paint."
Taipan, April 1993

"In one house, recoating the dark roof with a high-albedo coating (ENERCHRON®) resulted in almost 100% savings in cooling energy use during September. Savings of 50% were achieved when a school bungalow's roof and southeast wall were coated with a high albedo coating (ENERCHRON®)."
UC Berkeley and the CIEE (7 largest utility companies in California) (excerpt from the Heat Island Project report)

"ENERCHRON® has a remarkable ability to cut costs of heating and air conditioning and at the same time provides a beautiful finish, interior as well as exterior. This easy to maintain product has worked well for us in school buildings as well as residential and I am very happy to propose ENERCHRON® to my clients."
Mark Cohn, Design Consultant and satisfied customer

ENERCHRON®'s VOC emission level was rated at 60 g/l.
*California South Coast Air Quality Management District
Report Reference No. SK-13-113*

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If this were *your* house would
you want "just paint"?

ENERCHRON® V40

A residential, commercial & industrial-use coating for roofs and interior/exterior surfaces, which is energy efficient, graffiti resistant, fire retardant, and environmentally safe. After going through ten years of research, development and millions of dollars of testing its proven results show that it makes all other architectural paints & roof coatings OBSOLETE!

IT'S NOT JUST PAINT!

ENERCHRON® V40

COSTS ABOUT THE SAME AS LATEX



PAINT: ENERCHRON® is priced competitively with typical latex paint at equal dry film thickness levels. The dry film thickness (DFT) is the amount of material which is left on the building surface after the paint has dried. Although typical house paints may be priced lower per gallon, they will lose up to 80% of their DFT coverage rate to evaporation. Because ENERCHRON® has a lower evaporation rate and covers much more square footage per gallon than paint, you're getting **more quality, endurance and protection in every gallon**. And, when you also consider the monthly paycheck you will receive from reduced utility and maintenance expenditures, ENERCHRON® V40 becomes the most valuable architectural coating in the world!

LOWER YOUR UTILITY BILLS:

In Government tests it was reported that ENERCHRON® cut heating, venting and air conditioning (HVAC) costs by 50 to 100 percent when applied to exterior building surfaces!* ENERCHRON® will also reduce your lighting costs when applied to the interior of your building. This means **more money in your pocket** each month to spend on the things you want and need.



* Savings will vary depending on building design, use, mill thickness, total number of building surfaces covered and other factors.

INCREASE THE PERFORMANCE OF YOUR AIR CONDITIONING UNIT:

Did you know that 15 to 60 percent of the cold air made by your rooftop air conditioning unit is lost to the outside air? Studies show that when an air conditioning unit reaches a temperature of 110°F it loses its ability to efficiently make cold air. Even on a moderate day (75°F) the surface temperature of a rooftop air conditioning unit can easily reach 130°F. Because of these high temperatures, the components inside the unit are working harder and break down quicker. ENERCHRON® **dramatically lowers surface temperatures**, thereby increasing the performance and life of your rooftop HVAC system.

ENJOY ENHANCED COMFORT AND

SAFETY: ENERCHRON® increases your **personal comfort level** by stabilizing the amount of energy gained and lost from your building. When you apply it to the outside or inside of your building, you get a brighter, happier and more comfortable living atmosphere.

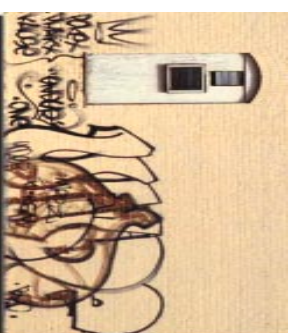
ENERCHRON® is 4.2 times less toxic than typical house paint, providing safe breathing for you and your family. Nature also benefits because there are **no harmful solvents** being emitted into the environment.

ENERCHRON® is **Class "A" fire retardant** material. It carbonizes at 2500°F. Depending on conditions, it could make the difference between saving or losing your building in a fire!

LONG-TERM PERFORMANCE IN ANY CLIMATE:

ENERCHRON's thermal insulating qualities are part of its chemical makeup. It expands and contracts with temperature changes. It holds up under wide temperature swings from a high-heat desert to a subzero arctic region. ENERCHRON® completely shields surfaces from the damaging effects of the sun.

The bottom line is **ENERCHRON® V40 will protect your home or building longer than all other architectural paints or coatings!**



GRAFFITI SIMPLY WASHES

AWAY: With ENERCHRON® on your walls you can easily remove indelible marker, spray paint, grease, lipstick, crayons, dirt and more! And, most permanent staining substances will come off if they are cleaned within the first 36 hours. **Clean-up is made simple** by using a nylon Brilloo® pad, water and Simple Green®.