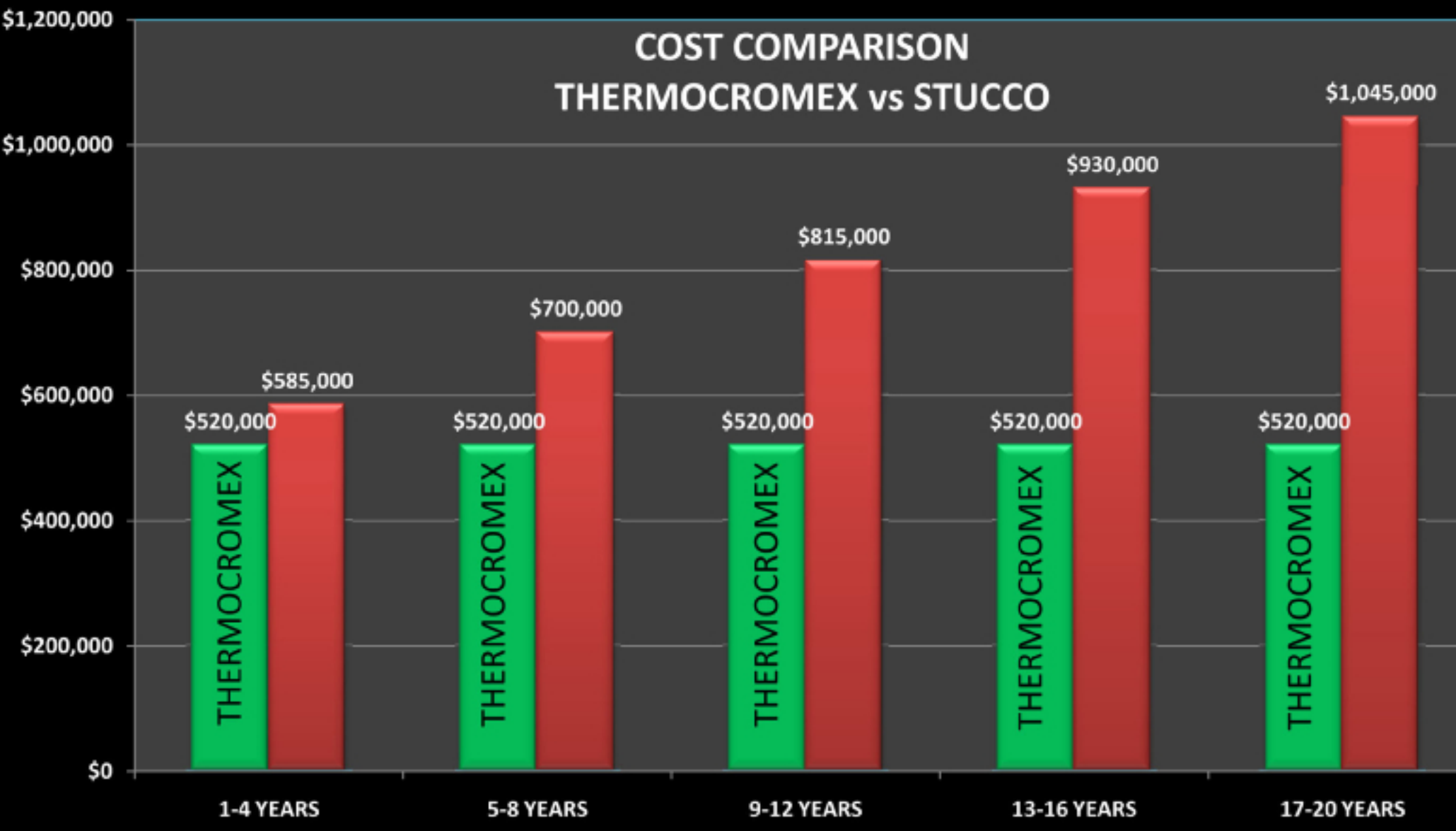


COST COMPARISON THERMOCROMEX vs STUCCO



■ Installed Thermocromex pricing is based on a national average of \$8.00 a square foot.

■ Installed stucco pricing (using conventional materials and one coat of paint) is based on a national average of \$9.00 a square foot. Repainting costs of \$1.75 a square foot every 4 years (includes powerwashing, minor repairs and cheap paint) is also based on a national average.

* Comparison based on 65,000 square feet of exterior finish.

(over)

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THERMOCROMEX vs. STUCCO

<i>Cracking</i>	When applied properly, Thermocromex will not crack due to shrinkage, thus control joints are not required (unless required by substrate).	Stucco will crack, it is just a matter of when, how many, and the amount of damage that needs to be repaired. Control joints are required for one reason; to control cracking.
<i>Weatherproofing</i>	Naturally weatherproofs without the use of any moisture barrier. ASTM wind driven rain test is 78% better than the standard for weight gain.	Is an absorptive cladding. Finish requires an extra coat of material for decoration and waterproofing which then seals and traps moisture within the building.
<i>Vapor Permeability</i>	Exceptional vapor permeability (84 Perm Rating). Allows moisture trapped in the building envelope to breathe and dry out. Eliminates mold/mildew issues.	Non breathable. Traps moisture within the building creating decay, mold/mildew and lawsuits.
<i>Integral Color, Re-coloring & Repainting</i>	Integrally colored using inorganic pigments requiring no top coat or re-coloring reducing future maintenance costs. No color variation due to its consistent whiteness factor.	Repainting the building structure typically doubles the cost of the initial stucco installation within 4 paint cycles. Maintenance costs to repair cracks and the damage caused can be extremely expensive.
<i>Efflorescence</i>	Does not contain aluminates or sulfates so efflorescence cannot form even in marine and salt air environments.	Materials containing Portland cement result in efflorescence and damage to the cement based finishes.
<i>Air Permeance</i>	Outstanding air barrier that tested 100% better than the new ASHRAE-IECC standard greatly reducing energy costs and moisture transfer.	Shrinkage, cracking, workmanship etc. allow for substantial airflow into the building envelope increasing energy costs and moisture intrusion.
<i>Warranty</i>	20 year material warranty which is the best in the industry. Material longevity covers several generations.	None or varies. Up to 5 years maximum.
<i>LEED</i>	Potential of 44 points in 9 categories.	Potential of 3 points in 2 categories
<i>Mixing</i>	Material is packaged as a premixed product requiring only premeasured water simplifying installation.	Improper mixing of shovels full of sand, cement and water used to create stucco cause 90% of the failures for stucco and other exterior finishes and is also the main cause for color inconsistency
<i>Capillarity</i>	Very low capillarity - will not absorb water.	Very high = resulting in rain/water penetration causing varying amounts of building damage.
<i>Elasticity</i>	Has a low modulus of elasticity which allows for minor building movement.	Requires the use of control joints. Cement based products = high density = brittle = cracking
<i>Alumina and Sulfates</i>	The absence of detrimental chemicals like tricalcium aluminate, gypsum, potassium and sodium oxides (which are ever-present in cement), protect NHL mortars from chemical reactions such as sulfate or alkali attacks.	Contains tricalcium aluminates which when in contact with sulfates and water will produce "sulfate attacks." This in turn will create efflorescence and progressive damage of not only cracks but deterioration of the substrate as well.
<i>Design Capabilities</i>	Able to duplicate the look of natural stone, precast stone, precast concrete with multiple colors and tonal variation. Unlimited textures from very smooth honed finishes to rough split face textures.	Limited to single colors and medium to rough textures.