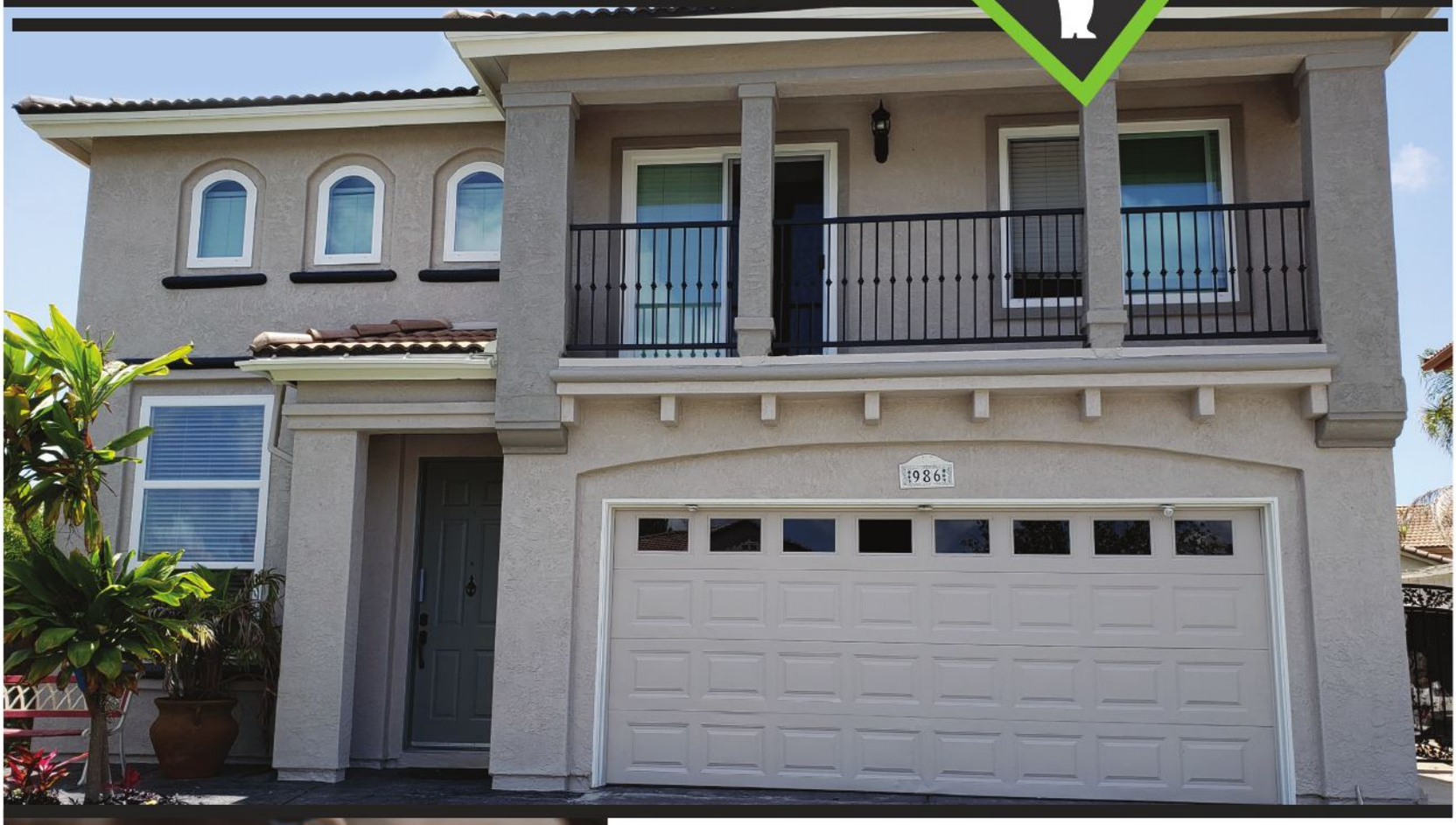
ELOR® ENERGY

EVERYONE LOVES OUR REMODELING

TRU-GUARD TRUELIFE

EXTERIOR COATING SYSTEM

Seal The Protection of Your Home





30 Times Thicker Than Regular Paint

A major modification to your home can be as simple as an exterior coating system. Not only can updating your homes exterior look, but it can offer energy-efficiency and save homeowners on heating and cooling costs annually. At Elor Energy, our manufacturers can customize your exterior coating to fit your style of colors and trim finishes to suit your needs.

PROUD FACTORY DIRECT PARTNERS

LIFETIME PLUS Coatings

LIFE PAINT PRODUCT SPECIFICATIONS

CUSTOMIZABLE

ENERGY EFFICIENT

ELOR® ENERGY

EVERYONE LOVES OUR REMODELING

HRT | HEAT REFLECTIVE TECHNOLOGY

Cool Life® is one of the most advanced coating technologies available today for your home. Unlike regular paint, our Heat-Reflective Technology Exterior Coating System is proven to be waterproof, resist peeling, flaking, cracking and adds a lasting upgrade for your home. Using high quality products with high pigmentation our coating can also reflect the suns rays and save on utilities.

- Specially Designed Formula for So Cal Climate Needs
- Heat Reflective Makes Your Home Cooler
- Resistant to Moisture and Harmful Chemicals
- Excellent Hide and Helps Resist Fading
- Save on Your Energy Bills
- Water Base for Easy Clean Up
- Environmentally Friendly Product

In addition to the acrylic resin, Cool Life® contains a number of other highly-effective ingredients.

Titanium Dioxide resists chalking and oxidation while providing superior "hiding" power as well as being unaffected by temperature change, moisture, acids, and smog.

Dicalite is diatomaceous earth that is inert (doesn't react to) alkali and acids, is non-combustible, and promotes breathability while providing inter-coat adhesion.

Bodying Agents help prevent sagging and create a compound 20 times thicker than ordinary paint.

Mildewcide is very resistant to the growth of mildew, fungus, and algae, and is also eco-friendly.

Reinforcement Fibers are used for bridging small cracks as well as a base (net) to hold all of the many ingredients together.

UV blockers protect the coating by blocking the sun's harmful rays as well as protecting against sheen change, cracking, blistering, and prime color change.

Color Stabilizers add life to the coating and are used in combination with the UV absorbers to enhance their combined long-life functions.

Perlite is a glassy volcanic substance with built-in cells. It creates a rough coat for a stucco look as well as hiding wall anomalies.

Note that, as with any proprietary formula, certain ingredients have been left out to protect our exclusive formula.

UNLIKE PAINT, OUR EXTERIOR COATING IS WATERPROOF AND HAS AN ELASTICITY THAT PREVENTS CRACKING, PEELING OR FLAKING

HEAT REFLECTIVE & ENERGY EFFICIENT





ASTM INTERNATIONAL
Helping our world work better

Elongation	ASTM D-2370	400%
Tensile Strength	ASTM D-2370	350 psi
Low-Temperature Flexibility	ASTM D-522	Passes 1" Mandrel bend
Permeance at 20 mils	ASTM D-1653	13.5
Accelerated	ASTM D-4798	No cracking or checking
Water Swelling	ASTM D-471	5.14%
Solar Reflectance	ASTM D-C-1549	82%
Thermal Emittance	ASTM C-1371	91%