

It's OK to Count Your Chickens

There's a conundrum in the American marketplace; we make our money by selling stuff, and in order for people to sell more stuff, we make products that need to be replaced much more quickly than necessary. Cars, fridges and, to a point, paint were sold with the idea that sooner or later (but hopefully sooner) you were going to have to buy them again. While this may make sense in our capitalist philosophy, it's also produced a glut of leftover "stuff" that no one knows what to do with.

Products in the green movement are designed exactly the opposite; you use less product that lasts longer and does a better job. So to be a truly green product, it has to be quality.

Envirocoatings is a Langley, BC-based company recently going to market with Ceramic InsulCoat, an environmentally friendly paint that also serves as insulation in both cold and heat. This elastomeric product will expand up to 160% of the original surface size as weather conditions change. Sure it costs more than a bucket of paint, say its manufacturers, but it also will last nearly five years longer.

"Our Envirocoatings Exterior products are a high-build architectural coating with Cerylium," explains company Vice President Ken Sahli. (Cerylium is proprietary, of course.) "The formula provides long-lasting protection from weathering, peeling, chipping and fading. Also, the ceramic additives in the Cerylium formula provide thermal barrier protection."

This works in three ways, he says:

- Reflectivity.
- Re-radiation of heat rays.
- Resistance to conductivity to heat along with weatherproofing abilities... the coating allows a building to stay cooler in the summer and warmer in the winter.

"Basically," he points out, "the weatherproofing keeps the wall assembly dry during winter as well as reflects any heat rays from the building during the summer. This lowers the amount of energy used to heat and cool the building."

Ceramic InsulCoat has applications for both commercial (top) and residential (right) customers.

People like it—even a chicken gives it a "wings up" stamp of approval! Many farmers have used the product on their coop roofs to keep their chickens more comfy—and comfy chickens lay more eggs.

You can market this product with two very strong incentives, says Sahli: less work and less money. "Not only does the coating protect a building for more than 10 years, lowering the need for expensive repaints, but it also helps energy costs for the end user. It can be applied to almost any substrate: residential, commercial, agricultural, etc."

To satisfy your green tooth, the exterior wall coating has 79 gram/liter VOC, and the roof coating less than that, at 42.

It's even been lauded in California; it passed the California Energy Commissions Title 24 testing, otherwise known as the cool roof initiative. This testing includes accelerate weathering, tensile strength, and flexibility at temperatures as low as 0°F.

Application is relatively conventional, says Sahli. The product can be brushed, rolled or sprayed. A second coat can be applied within four hours in moderate temperatures. "This lowers labor costs," says Ken. "Some elastomerics require that you wait 24-48 hours to apply the second coat."

For more information, please visit envirocoatings.com. **TPD**



editor
JERRY RABUSHKA

