



Demonstration Kit Training Manual

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Cool Life

Product Demonstration Training Manual

This manual was created to help contractors, installers, and project managers better explain the effectiveness of the Cool Life Heat Reflective Exterior Coating system.

For more information and to see a Cool Life warranty sample, please visit our website at:

www.lifetimepluscoatings.com

A video copy of the product demonstration is also available. Please contact us anytime.

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Cool-Life Lamp Test

ITEMS:

1. 2 WOODEN BOARDS. ONE MARKED Cool-Life, one marked Standard House Paint.
2. Light bulb and socket adapter.
3. Extension Cord
4. Infrared Thermometer

INSTRUCTIONS:

1. Plug in the light bulb to the extension cord and wait for the bulb to heat up.
2. Place the 2 wooden boards side by side. Place the bulb 2 inches above the Cool Life Board for 30 seconds. Remove the light and measure the temperature. Write down the result. Complete the same step with the standard house paint board.

FEATURE: There will be a significant difference in temperature between the 2 boards. The Cool Life will be a minimum of 20 degrees cooler.

BENEFIT: Energy savings because the heat is being reflected from the surface.

PITCH: "20 degrees cooler in only 20 seconds. Imagine how much difference there is after a full day of intense sunlight."

Not only is Cool Life the right choice for its beauty and durability, it saves you money! Estimates are as much as 5-21% savings on your energy bill.

FOCUS: Show that Cool Life has money saving value as well as never having to paint again.



WATERPROOF AND BREATHABLE

ITEM: Glass Breather Unit with Pump-Large kit

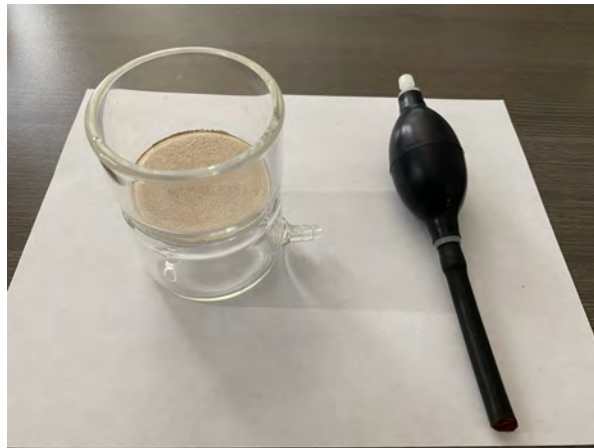
FEATURE: Air escapes while water doesn't.

BENEFIT: Shows further emphasis on waterproofing and breathability

PITCH: Fill chamber half way with water. Explain to the prospect that lower part represents the inside of the home while the upper part displays the outside of the home. The disc in the middle has been designed to replicate stucco and has been coated with Cool Life. Press the bulb on the pump and watch the air escape while water does not pass through.

TIE DOWN: Water molecules are bigger than air molecules, that is why the air escapes from the bottom of the chamber and the water stays on top.

FOCUS: Waterproof and breathable. Some paints waterproof, others are breathable. No paint combines the two.





WATERPROOF POWDER

ITEM: WR21 JAR

FEATURE: Active waterproofing ingredient in Cool Life.

BENEFIT: Shows further emphasis on waterproofing.

PITCH: Carefully open jar and put your finger in material. Then place your finger in a clear glass of water. Show how your finger is dry. Next, ask prospect to do the same with his or her finger. Care should be taken that material not become airborne.

TIE DOWN: If I can waterproof my finger, can most definitely waterproof your home.





WATERPROOF RESIN

ITEM: Waterproof Resin Jar

FEATURE: Hydrophobic resin that creates the waterproof barrier on the homes exterior.

BENEFIT: Keeps moisture from causing damage to the extrtior walls of a home.

PITCH: The biggest cause of stucco and wood damage on a home is moisture intruding into the walls of a home. This ingredient helps to form a protective barrier that keeps moisture out.

TIE DOWN: Fill the H₂O jar with water and drop an aspirin into the H₂O jar and watch it dissolve. Drop another aspirin into the waterproof resin and allow it soak for 5 minutes. Use the tweezers provided and drop the aspirin into the H₂O jar. It will not dissolve. Explain how the aspirin maintains a waterproof barrier while the untreated aspirin dissolved immediately.

FOCUS: If I can waterproof an aspirin, I can waterproof a wall.





TEXTURED BONDER

ITEM: Textured Bonder JAR

FEATURE: A textured bonding primer that covers imperfections in the existing stucco surface.

BENEFIT: Super flexible and yet hard as a rock.

PITCH: Covers all the imperfections in the stucco and gives a uniform look to the exterior of your home.

TIE DOWN: Hold jar upside down to show how thick it is.

FOCUS: Covering imperfections in the stucco.





COOL LIFE COATING

ITEM: 902H Cool Life Jar

FEATURE: Much thicker than paint, with all the key ingredients to be the finest coating on the market to protect and beautify your home.

BENEFIT: For as long as you own your home it will be protected. It will also help to reduce your energy bill.

PITCH: Cool Life is applied 20 times thicker than paint and can save as much as 5-21% on energy costs.

TIE DOWN: Turn the jar upside down to show the thickness of the product.

FOCUS: Lifetime warranty. Breathable and waterproof. Reduces energy bills. Cool Life can save you money!





REGULAR HOUSE PAINT

ITEM: Standard house paint JAR

FEATURE: Shows how thin and watered-down latex paint is.

BENEFIT: Very little benefit.

PITCH: For the last 40 years the quality of exterior paint has gone down, while the price of a paint job continues to skyrocket.

TIE DOWN: Show watery the paint is and ask yourself, why would I pay more for a product that is getting worse?

FOCUS: Environmental standards have decreased the effectiveness of paint. Paint is colored water.





ITEM: Sponges

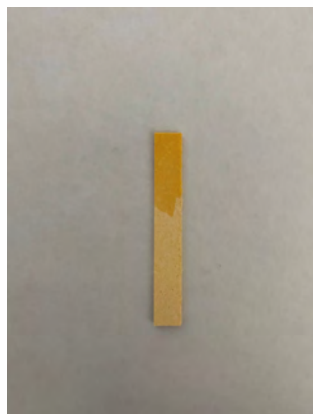
FEATURE: Waterproofing material is key to eliminating efflorescence and other exterior problems stemming from water penetration.

BENEFIT: Mildew, Efflorescence, and other exterior water- related problems are greatly reduced if not eliminated.

PITCH: Dip untreated part of the sponge into water. As it expands explain how this is similar to the way water penetrates unprotected outside walls. Failure to do the trenching step would eventually result in costly repairs due to the decay in the stucco surface.

TIE DOWN: Dip treated end in water. To clinch this part of your pitch, let prospect(s) tear treated end. Ask them to dip torn end in water. As there will be little change, say, "You would like this for walls, wouldn't you?"

FOCUS: Refer to prospect's outside wall problems viewed during the walk-around and indicate how these will be resolved with the trenching step and the product application.





ITEM: Standard House Paint strip

FEATURE: Very little weather resistance for outside walls

BENEFIT: Will change the color of your house. Very little

PITCH: Show the flexibility of Cool Life using the smooth bender. Then crumble the standard paint sample in your hand.

TIE DOWN: Cool Life is much more flexible and will not crumble like regular paint.

FOCUS: Show that house paint is a bad investment.





ITEM: Benders smooth/texture

FEATURE: Shows the flexibility of Cool Life.

BENEFIT: Extreme weather have little effect on Cool Life.

PITCH: Crumble the smooth bender in your hand at the same time as the standard house paint. Cool Life will stay intact while the house paint crumbles into many pieces.

TIE DOWN: Texture and smooth bender shows the durability and flexibility of Cool Life.

FOCUS: Warranty for as long as you own your home.
Or get the "tail light" warranty from a painter.





ITEM: Stretchie

FEATURE: Cool Life has ingredients that allow for many features such as flexibility, elongation or stretch-ability, as well as high build.

BENEFIT: Walls move with heat and cold, earth movements etc., and require a coating that will withstand these issues for years, unlike ordinary paint.

PITCH: Show the prospect the elasticity by slowly stretching it and explaining how this will happen to their home when coated with Cool Life Products. Allow prospect to stretch the it with some suggestions not to simulate a "20" on the Richter Scale!

TIE DOWN: "You see the need for this kind of protection in your home, don't you?"

FOCUS: Shows how thick Cool Life can be applied.





ITEM: Cardboard Box

FEATURE: Our state-of-the-art coating waterproofs your walls unlike ordinary latex house paint.

BENEFIT: Will avoid water penetrating into your walls and help eliminate damage.

PITCH: Throughout the presentation you will have a box sitting on the table. Use the water to help demonstrate other elements of the coatings waterproofing capabilities.

TIE DOWN: At the very end of the presentation, show that the box is still dry and has not leaked.

FOCUS: Point to the box periodically in the beginning. Soon enough the prospect will start to glance at it on his or her own.





ITEM: Coated Cement Box

FEATURE: Displays Cool Life side by side with regular paint.

BENEFIT: Shows how paint soaks up water while Cool Life repels it.

PITCH: After explaining water penetration and using the sponge, dip the half-coated cement box into the cardboard box filled with water.

TIE DOWN: See how regular house paint soaks up water while the Cool Life remains water tight.

FOCUS: Cool Life will protect exterior walls by repelling water, paint will soak it up.





ITEM: Stucco Cookie

FEATURE: Small cookie shaped cement piece.

BENEFIT: Regular stucco patch is brittle while the Life-Bond patching compound is strong.

PITCH: Drop the stucco cookie on a concrete surface to show how strong it is.

TIE DOWN: This is the same product used in waterproofing. It is watertight and strong enough to drive on.

FOCUS: use only the best of patching materials.





ITEM: 975h Bonder

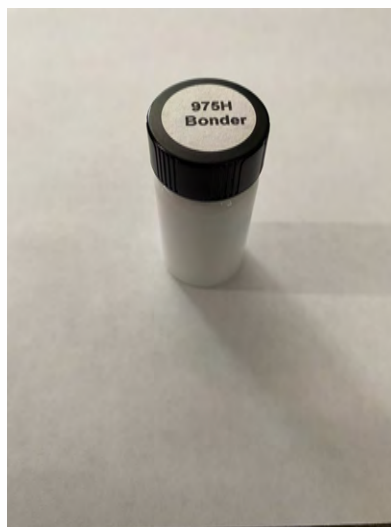
FEATURE: An internally plastisized pure acrylic resin with a composition to promote flexibility even under the most extreme conditions.

BENEFIT: The resin in Cool Life bonder is thermoplastic, it expands and contracts with the surface without cracking, splitting, or coming loose like ordinary primer.

PITCH: The Cool Life bonding primer is made to chemically bond to the existing surface and for the Cool Life topcoat to bond permanently to the bonding primer. This creates a finish that will last a lifetime.

TIE DOWN: Don't take my word for it. It has been recognized by the biggest testing organization in the world ASTM International
ASTM#D3719-87.

FOCUS: Independent testing confirms the quality of Cool Life coating.





ITEM: Mildewcide

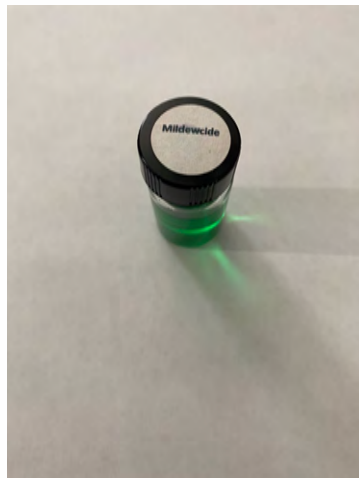
FEATURE: Mildewcide is a mold resistant ingredient that helps to prevent mildew from growing on exterior walls.

BENEFIT: The exterior walls will not become a “dirt magnet” and grow unsightly mildew around the home.

PITCH: Having a coating on your home that prevents harmful bacteria from growing on your walls is important.

TIE DOWN: Don’t take my word for it. It has been recognized by the biggest testing organization in the world ASTM International
ASTM#D3719-87.

FOCUS: Independent testing confirms the quality of Cool Life coating.





ITEM: T102-Titanium Dioxide

FEATURE: An extremely strong and stable “whiter-than-white” ingredient that is unaffected by temperature change, moisture, acids and smog. The ingredient prevents oxidation and chalking.

BENEFIT: Hides stains and completely conceals the previous color.

PITCH: When putting your hand on the wall, it will not leave a chalky residue on your palm and fingers. Allows for one coat coverage and covers the old colors completely.

TIE DOWN: The highest amount of the highest quality ingredients makes for the best coating available on the market.

FOCUS: Be sure to leave the vials out for the customer to see.





ITEM: Dicalite

FEATURE: An additive that promotes inter-coat adhesion

BENEFIT: Allows all materials to bond together.

PITCH: Diatomaceous earth comes from skeletal remains on the ocean floor. Has a “sticky” feel to it.

TIE DOWN: Having the “sticky” feeling is what makes the bonder adhere to the wall and the coating adhere to the bonder.

FOCUS: Continue to explain how coatings has more technology than paint.





ITEM: Perlite

FEATURE: Volcanic glass crushed into small grains and heated to 1,800 degrees causing the glass to expand into millions of bubbles filled with air cells.

BENEFIT: The glass beads are sorted by size and added to the textured bonder. Allows the texture to cover most imperfections on a wall.

PITCH: Stucco is a cement-based material. Adding the granules to the primer allows for covering most ugly areas of exterior walls.

TIE DOWN: Covering areas that have been patched over the years will make the home look much nicer.

FOCUS: texture adds an even finish.





ITEM: Stabilizer

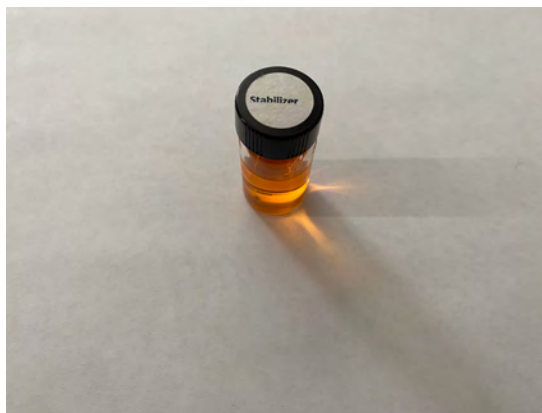
FEATURE: The stabilizer keeps the ingredients working together properly. This makes it easier to spray such a thick product on the wall without splattering.

BENEFIT: Allows the coating to be applied evenly throughout the installation.

PITCH: Most elastomeric paints spit out of the sprayer well and create a “blotchy” color when applied. The stabilizer is a key ingredient for a quality product.

TIE DOWN: Having the highest quality ingredients allows the coating to be applied evenly with less overspray.

FOCUS: Cool Life coating is made with the highest quality ingredients.





ITEM: Bodying Agent

FEATURE: Applying a product 20 times thicker than paint requires an ingredient to prevent sagging when applied to a vertical surface.

BENEFIT: Allows a thick product to be applied without running down the wall.

PITCH: If all paints had these agents, we would not see “run marks” on walls.

TIE DOWN: Allows for a thick smooth even finish.

FOCUS: Cool Life coating is made with the highest quality ingredients.





ITEM: Reinforcement Fibers

FEATURE: These fibers assist in bridging hairline cracks by binding the coating solids together, providing strength and durability.

BENEFIT: The reinforcement fibers give the coating the ability to bridge small cracks in the stucco without permitting the coating to split or crack, as well as to hold the ingredients together.

PITCH: It is one thing to have excellent flexibility of the resin so that the coating can stretch and shrink as the walls heat and cool each day; however, lateral and tensile strength is also critical.

TIE DOWN: "The coating's ability--to be both flexible and have the ability to bind the coating solids to give it strength and durability to bind hairline cracks--is important. Wouldn't you say?"

FOCUS: Reinforcement texture fibers add strength and reduce the possibility of cracking.





ITEM: ETR

FEATURE: This is the “secret sauce” of Cool Life coating. Allows for walls to be both waterproof and breathable at the same time.

BENEFIT: Keeps water out of the house while still allowing vapor to escape. This will aid in preventing mold growth, cracking, and peeling of the exterior.

PITCH: It is one thing to have excellent flexibility of the resin so that the coating can stretch and shrink as the walls heat and cool each day; however, lateral and tensile strength is also critical.

TIE DOWN: The coating’s ability to be both waterproof and breathable allows your home to stay dry and not “suffocate” the walls.

FOCUS: Like putting a high-quality rain coat on your home, not a cheap rubber poncho.





ITEM: Aluminum Silicate

FEATURE: The combination of aluminum, which is highly reflective of the sun's harmful rays and resistant to oxidation and silicate, is an insoluble com-plex combination of silicon and oxygen.

BENEFIT: This combination gives this coating resistance to the damages causing ultra violet rays of the sun. The combination also provides weatherability and adds strength.

PITCH: Same type of ingredient used in sun screen that protects your skin.

TIE DOWN: We all know how powerful the sun is. This ingredient helps Cool Life reflect the sun's harmful rays.

FOCUS: Sun block for your home.

