



**HIGH PERFORMANCE COATING SYSTEMS:
CERAMIC INSULCOAT R:E**

Cerytium[®]



Envirocoatings produces a historically successful product line for most typical construction substrates.

Research identifies five emerging trends:

- Strong demand for high performance and long-life characteristics.
- Tough but environmentally astute products.
- The growing demand for Green paints and coatings.
- A need for improved moisture and vapor abatement systems.
- An answer to a growing energy crisis.



Applications

- | | | |
|---------------------------|---------------------------|-----------------------------------|
| • Commercial Buildings | • Aerospace facilities | • Refrigeration |
| • Institutional Buildings | • Petrochemical industry | • Walls, roofs, sidewalk surfaces |
| • Condominiums | • Pulp mills and smelters | • Exterior substrates |
| • Apartments | • Metal tanks & Pipes | • Concrete and masonry |
| • Single Family Homes | • Food storage | • OEM insulative needs |



EnviroCoatings

**Protecting Your Building
Protecting Your Environment**



**HIGH PERFORMANCE COATING SYSTEMS:
CERAMIC INSULCOAT R:E®**
A complete system for exterior application.

"Outperforming Paint Since 1960"



**ARCHITECTURAL
ENVIROCOATINGS**

Over a 40 year period Enviro-coatings Canada Inc. developed a high performance architectural coatings system designed for exterior application. Enviro-coatings further enhanced the line with NASA technology using thermal additives. The result is high performance architectural coatings with exceptional long-life durability, long-life aesthetics, competitive pricing and ease of application. Ceramic additives not only help extend coating life and performance but add thermal protection



keeping the facility both warm in the winter and cool in the summer. Architects, specifiers, applicators and facility owners appreciate the truly exceptional results. Image is enhanced, pride of ownership is built upon and protection against all types of climate conditions will extend the life and appearance of homes and buildings, outperforming conventional exterior paint and coatings.

PRODUCT LINE (see features and benefits)
A complete system or stand alone capability:

Insulcoat Exterior Wall Coating	High Performance Architectural Coating. Any color. Most typical substrates. Ceramic filled.
Insulcoat Exterior Roof Coating	Thermal barrier. UV protection. CRRC rated. Extends the operating life of a typical roof.
Insulseal	Penetrating sealer, thinner and bonding agent. Two grades for all substrates.
Sealbond	Where the natural look is to be maintained. Resists water penetration and breathes at 14 Perms. Renews existing painted surfaces.

High Performance Features and Benefits:

LONG LIFE AND GOOD LOOKS

Envirocoatings lasts up to three to five times longer than traditional coatings. Superior aesthetics appeal. Maintains attractive appearance for duration of the coatings life....no premature fading, chalking, peeling or checking.

HIGH IMPACT AND HIGH ABRASION RESISTANCE

Withstands repetitive, high abrasion activity. Resistant to the playful activity of children, accidental abuse, high impact falling objects and high wear traffic patterns.

WEATHERPROOF AND HIGH BREATHABILITY

Resists water penetration. One of the highest known breathing rates in the industry at 20 perms. The ability to exhaust vapor to the atmosphere at a high rate provides long-life for the coating while extending the life of the home or building.

THERMAL BARRIER PROTECTION AND HEAT MANAGEMENT

Reduces utility costs. Keeps you warmer in the winter and cooler in summer. Various end user report savings ranging from four to over fifty percent of historic utility costs.

EASY TO APPLY EASY TO CLEAN UP

A joy to roll, brush or spray. Saves man hours. Heavy brush and roller loading ability. Cleans up easily with water.

ULTRAVIOLET (UV) BLOCKER AND NON-FADING PROTECTION, EXTERIOR APPLICATION

Cerylium® enriched high performance ingredients resists UV degradation and premature fading of coatings. UV blocking extends the life of the coating and the surface receiving the coating.

CRACK BRIDGING AND ELONGATION

Spans small surface cracks resulting in a smooth unblemished surface. Dynamically stretches and returns to its original position with the expansion and contraction of fissures and surface defects on single family homes, buildings and structures of all types.

HIGH ADHESION RESISTS FLAKING, PEELING AND CRACKING

High adhesion strength when applied over a clean, dry and sound substrate. Avoids typical defects and premature failures. Looks good throughout its natural life, no premature disappointing aging problems.

RAPID CURE AND HIGH BUILD PERFORMANCE

Second coat quickly upon dry touch. Resists airborne dusts due to quicker set times. First and second coats can be applied from thin to thicker without drips or runs.

SEA SPRAY AND CORROSION RESISTANT

Resists many types of climatic and commercial corrosive products. Wind driven sea spray does not adversely affect the coating.

HIGH PERFORMANCE INGREDIENTS WITH EXTENSIVE HISTORY

Highest known ingredients lists in its category. 40 years of research and development with extensive all seasons testing has resulted in one of the most powerful coatings on the market today. Available internationally and globally.

ENVIRONMENTALLY FRIENDLY

Tougher than conventional coatings. 100% acrylic water-based technology, meeting and exceeding increasingly more strict environmental guidelines. Resists occurrence of mold, mildew, algae, spores, lichen and moss.

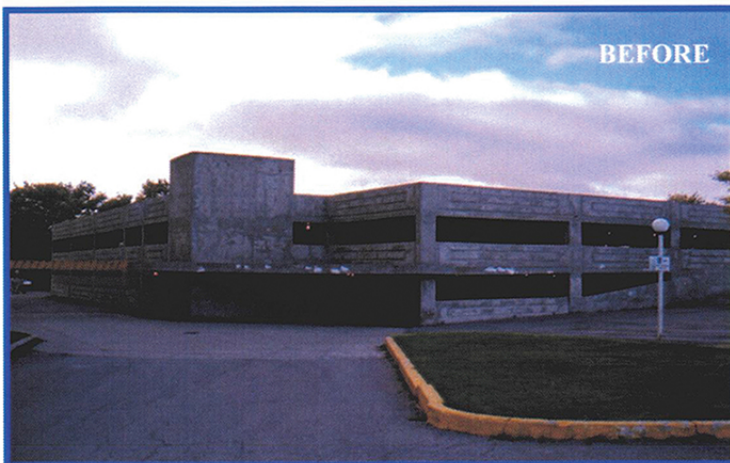
ENVIRONMENTALLY ASTUTE...

ENVIRONMENTALLY RESPONSIBLE...GREEN

Thermal characteristics and high performance ceramic additives help reduce environmental impact. Consumers use less hydroelectric power and less natural gas. Non-ozone damaging. A wise social commitment. Energy is money.

EXTERIOR APPLICATIONS

Envirocoatings line of products helps you obtain the best quality available on the exterior of homes or buildings. All products have the cost saving benefits of ceramic thermal protection.





PLEASE CALL ENVIROCOATINGS INC. TO SPEAK TO A SALES REPRESENTATIVE REGARDING OUR WARRANTY PROGRAMS :

604-532-6090 – OFFICE
 604-532-6099 – FAX
 1-888-792-4411 – TOLL FREE



EnviroCoatings Canada Inc.



- Manufacturing paint and coating since 1960.
- Master Painters Institute approved products list.
- ASTM...performance characteristics are ASTM and lab tested.
- Chamber of Commerce.
- Member Better Business Bureau.
- CRRC rated.
- Title 24 Compliant

Technical data sheets and MSDS sheets available on request.

Distributed By:

EnviroCoatings Canada Inc.
 5730 Production Way, Langley, BC Canada V3A 4N4
 Tel: 604-532-6090 • Fax: 604-532-6099
 Toll Free: (888) 792-4411 for discussion and technical assistance
 Website: <http://www.envirocoatings.com>

Investor information: Parent – Prima Developments Ltd. Trading on the TSX-V symbol PID. Ph. 1-888-792-4411. www.primadevelopments.com