



CoolStain™

Patent-Pending

Reflective Stain Keeps Your Concrete Cooler



Fresco (291)

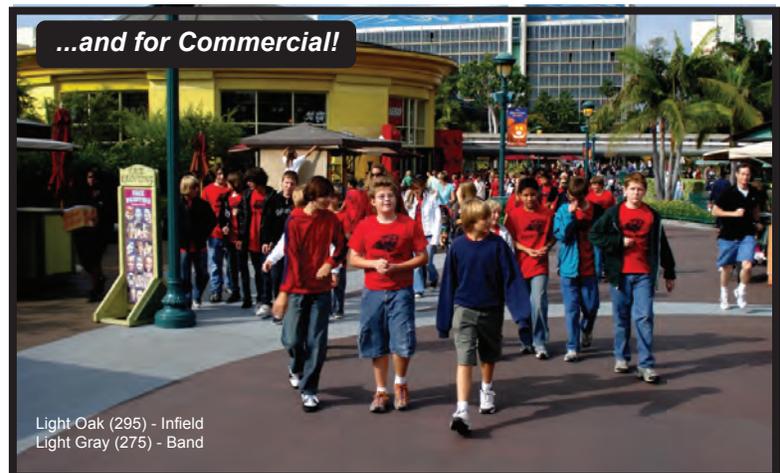
Reduces Surface Temperature by up to 50° F

Concrete absorbs heat. Add dark colors to it and you can increase the surface temperature by 100° F. This heat absorption in concrete is what contributes to the "urban heat island effect" causing hotter air temperatures in urban locations than surrounding rural areas, not to mention the fact that it can be painful to walk barefoot on concrete on a hot summer day.

Use CoolStain to keep your concrete cool. It's a modified polymer, water-based concrete color stain made especially for use with existing, unsealed concrete surfaces. CoolStain is NOT a paint. It penetrates the surface of porous concrete and forms an opaque (solid), breathable finish that requires no sealer. And as its name implies, CoolStain's patent-pending infrared-reflective technology minimizes heat build-up of concrete surfaces exposed to sunlight and reduces the temperature by up to 50° F--even the dark colors!



Fresco (291) - Infield
Caramel (213) - Band



Light Oak (295) - Infield
Light Gray (275) - Band

www.getnewlook.com



CoolStain™ Cools Your Existing Concrete Surfaces!

CoolStain's **patent-pending** formula incorporates infrared-reflective technologies to minimize heat build-up in objects exposed to sunlight.

Like the NewLook® Solid Color Stain™, CoolStain can also be used to restore previously colored surfaces or to rejuvenate old, tired-looking concrete by completely covering discolorations or stains. It can be used on concrete flatwork, vertical surfaces, concrete blocks, pavers, imprinted concrete, exposed aggregate, and many other cementitious surfaces. It can also be used with sandblasting stencils. It is perfect for use over micro-toppings and overlays.

Earn LEED Points With CoolStain!

"Concrete surfaces can earn a LEED for New Construction and Major Renovation (LEED-NC version 2.2) credit through Sustainable Sites Credit 7.1: "Heat Island Effect, Non-Roof". The intent of this credit is to reduce the heat island effect. The intent can be met if materials that stay cool in sunlight are used on at least half of the site's non-roof impervious surfaces, such as roads, sidewalks, courtyards, and parking lots (hardscape). The material's solar reflectance index (SRI) must be at least 29. Where paved surfaces are required, using materials with higher SRI will reduce the heat island effect, consequently saving energy by reducing demand for air conditioning, and improve air quality."

~Portland Cement Association

As most urban settings are already paved, tearing out old concrete and installing new reflective pavement can be difficult and costly. However, with NewLook's CoolStain aged concrete and other products like Kool Deck® can quickly and cost effectively be renewed, beautified, and become a cooler and solar reflective surface.

CoolStain is perfect for:

- * Pool Decks
- * Theme / Aquatic Parks
- * Fitness Centers
- * Patios / Sidewalks
- * City Parks
- * Schools
- * Government Property

Consumer Benefits:

- * Reduces surface temperature by 17.5° F to 50° F
- * Cooler to walk on when barefoot
- * Improves solar reflectivity
- * Lowers energy absorption, which reduces heat emission
- * Reduces Urban Heat Island Effect
- * Qualifies for LEED points
- * Maintain your concrete and fix failed acid stain or integral color



Coverage and Packaging

- ~ CoolStain is available in a unique, easy-to-mix 3-part kit
- ~ Large size (32 oz.) kit covers approximately 350 sq ft (32 square meters) twice*
- ~ Small size (2 oz.) kit covers approximately 23 sq ft (2.5 square meters) twice*
- ~ An average of two applications (coats) are recommended
- ~ Custom color matching available

* Coverage rates may vary and are based on surface porosity, concrete texture, temperature, and method of application. Use a NewLook Applicator Brush to apply CoolStain. Contact your local supplier for product pricing and availability. Please read the Coolstain Technical Data Sheet and MSDS available on www.getnewlook.com.

KEY	% Total Solar Reflectivity (TSR): Solar reflectance measures on a scale from non-reflective (0%) to reflective (100%).
	Emissivity: Measures how well the surface lets go of heat on a scale of 0 to 1. Closer to zero is better.
	Solar Reflective Index (SRI): Composite number accounts for surface's solar reflectance on a scale from 0 to 100. The higher, the better.

% TSR	20% - 30%	39.2%	56.2%	47.4%	32.0%	35.8%	46.8%	50.0%
Emissivity	0.9	0.85	0.86	0.85	0.87	0.88	0.85	0.88
SRI	19 - 32	42	65	53	33	39	52	58
% TSR	56.0%	56.2%	53.3%	53.2%	64.9%			
Emissivity	0.85	0.86	0.84	0.86	0.87			
SRI	66	66	61	61	78			

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