

# SELECT REFLEX™

## HEAT RESISTANT ELASTOMERIC COATING

**RESIDENTIAL  
COMMERCIAL  
INDUSTRIAL  
MUNICIPAL  
MEDICAL  
AGRICULTURAL**

- Durable
- Long Lasting Beauty
- Variety of Textures
- Custom Colors
- Breathable
- U.V. Resistant
- Bridges Hairline Cracks
- Trowel or Spray Apply

- WALLS
- ROOFS
- TANKS
- DUCTS
- PIPES
- CONCRETE
- METAL BUILDINGS
- TRUCKS & TRAILERS



The sun can heat your home's exterior surfaces to nearly 200° F. Most coated surfaces are poor reflectors, **absorbing as much as 98% of solar heat (radiation)**. To make matters worse, these surfaces typically have low emittance - holding the absorbed heat rather than reflecting it back into the air. Your walls become a virtual frying pan hot enough to cook an egg when the outside temperature is only 90° F!

### REDUCED COOLING COSTS

Select Reflex, with its insulative microscopic spheres and high-tech pigments, acts like a mirror to reflect the solar heat away from your home. Select Reflex will reduce your wall surface temperature and provide cooling load savings.

### CONDUCTION vs REFLECTIVITY

The traditional approach to insulating buildings is to install insulation behind the wall with the goal of reducing the rate of heat transfer. The principal involved here is conduction. The thicker the insulation, the less heat is conducted; the hotter the wall, the more insulation you need. The real problem remains - you still have hot walls.

The Select Reflex system utilizes the principle of reflectivity. Rather than fighting heat transfer from a hot wall, our coatings possess a microspheric technology which reflects radiant energy away from the home. **Applying Select Reflex to your walls will prevent heat build-up, resulting in a cooler home.**

**ADVANCED COATING  
COMPONENTS  
RESIST 90% OF HEAT FROM  
SOLAR RADIATION!**

# SELECT REFLEX™

## HEAT RESISTANT ELASTOMERIC COATING

### Properties

**Select Reflex™** is a protective enhancement and decorative coating to stucco and concrete wall surfaces. **Select Reflex™** is formulated to provide all the beauty and properties of a fine acrylic elastomeric finish plus high tech pigments with ceramic spheres to reduce wall temperatures to provide cooling load savings and added fire retardancy. The elastomeric properties of **Select Reflex™** will bridge most hairline cracking that commonly occurs in stucco products providing you with a beautiful long lasting finish that remains flexible. **Select Reflex™** comes ready to use, requiring no additives, and because it is acrylic-based it will demonstrate excellent adhesion and weather resistant properties. Only non-chalking rutile titanium dioxide and a highly effective mildewcide is used in making **Select Reflex™** to better assure ongoing clean, bright colors under the most severe exposure conditions. **Select Reflex™** is available in Complete Coatings' standard or any custom color of your choosing.

**Select Reflex™** is packaged in 55 pound/ 5 gallon pails with easily removable lids. There are thirty-six pails per pallet, which come banded and stretch wrapped.

### Directions

**Select Reflex™** coverage will vary depending on the type of texture used, porosity of the substrate as well as application techniques. Approximate average coverage is 10 to 12 yards per pail. Surfaces to be coated must be clean, dry, structurally stable and free of efflorescence, loose material, paint and other coatings. It is recommended that cement-based substrates be allowed to cure for 7 to 28 days prior to application. Some substrates such as stucco and concrete may need to be coated with Complete Coatings Tinted Primer at the rate of 150 to 250 ft<sup>2</sup> per gallon. Tinted primer should be dry to the touch before applying **Select Reflex™**.

**Select Reflex™** should be thoroughly mixed to a workable and uniform consistency using a clean, rust free electric drill and paddle. A small amount of clean water may be added to adjust workability. **Select Reflex™** is to be applied and leveled uniformly and simultaneously with a clean, stainless steel trowel or spray-applied. A wet edge is to be maintained on **Select Reflex™** by applying and texturing across the wall to joints, corners or other defined breaks. Do not allow material to set up on an uninterrupted area of the wall without reaching a defined joint, corner or other wall break.

**Select Reflex™** has a two (2) year shelf life in an unopened container that has been stored out of direct sunlight and extreme temperatures. Do not allow **Select Reflex™** to freeze or be exposed to extreme heat. Material that has been frozen is not usable. Please consult Complete Coatings at the number below if you have any special concerns or application needs that may be out of the ordinary.

### Features

- Acrylic Formulation
- Water-based
- Elastomeric
- Microscopic Insulative Technology
- Advanced Pigment Technology
- Reduces Air Infiltration
- Preservative Ingredients

### Benefits

- Weather tough and superior adhesion
- Low VOC, safe, easy clean up with water
- Bridges hairline cracks
- Non Flammable
- Lowers hot wall temperatures and air-conditioning demand
- Better performance of wall insulation
- Reduces ability for mold and mildew growth

SELECT REFLEX™ is manufactured by:



A Division of InCide® Technologies, Inc.  
50 North 41<sup>st</sup> Avenue  
Phoenix, AZ 85009-4618

Phone: 602-233-2961, 1-800-777-4569  
Fax: 602-272-4864  
Web: www.incidetech.com

TEST	METHOD	RESULTS
Flexibility	ASTM D-522	Pass
Surface Burning	ASTM E-84	Class A (15 Flame Spread, 25 Smoke)
Adhesion	ASTM C-297	> 95 to Concrete
Mildew Resistance	ASTM D-3273	No Growth
Freeze-Thaw Resistance	ASTM D-2243	Pass
Wind Driven Rain Resistance	TT-C-555B (a)	Pass - No Penetration
Water Absorption, 0.2 lbs. max.		0.06 pounds
Rear face dampness		None
Weatherability – 2000 hours	ASTM G-53	No Cracking
Low Temperature Cracking	ASTM D-522	None - Flexibility Maintained
Tensile Strength	ASTM D-412	115 psi
Dirt Pickup Resistance	Lab Method	89% Reflectance Retained
Elongation	ASTM D-412	200%
Flexibility	ASTM D-522	Pass
Water Vapor Permeability	ASTM D-1653	>34 U.S. Perms
Peel Adhesion	ASTM C-794	Pass
Dry		20 lbs. per Linear Inch
Wet		5 lbs. per Linear Inch
Infrared Emittance	ASTM C1371	> 90 % *
Solar Reflectance		> 72 % * *white

**5 Year Product Warranty**