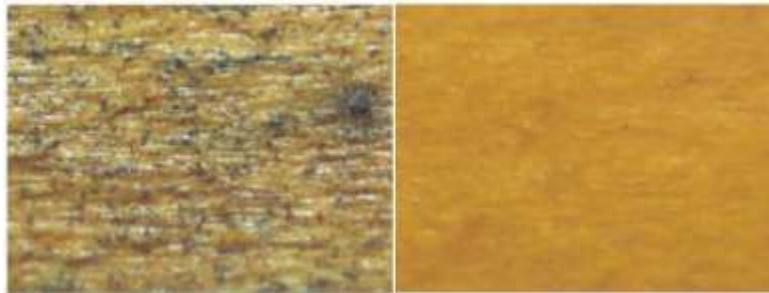


THE ROLE OF ADVANCE EXTERIOR TOPCOAT

Just as clear coats are vital to the performance of today's automotive finishes, our Advance™ Topcoats are an integral part of all of our exterior finish systems. Not only do they extend the life of the color coats, but they do much more.

Advance Topcoat significantly improves the look of the finish by enhancing the color, clarity, and depth of the finish. In other words, they make our finishes the most beautiful log home finishes in the world. Second, they help keep the surface clean. The very nature of a pigmented stain makes it susceptible to dirt pick-up through adhesion or impregnation. Since we have designed Advance to form a smooth, strong film, it makes it much more resistant to dirt. In addition, the smooth surface makes it easy to clean off any dust or pollen that may accumulate on the surface of the logs. A simple application with Log Wash™ and a rinse with a garden hose will remove the dirt and grime that may be hiding the beauty of your home.

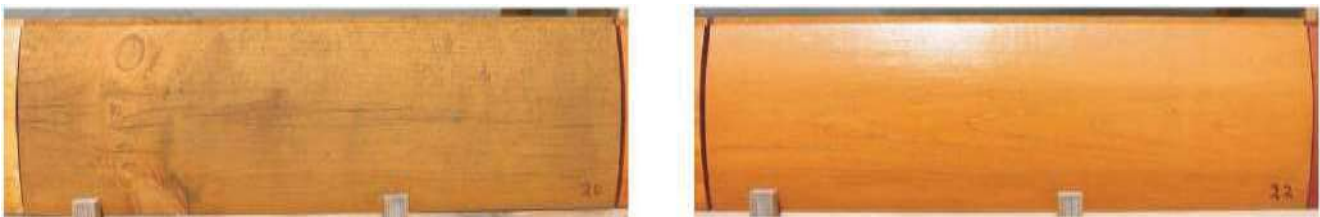


Color coats without Advance (L) compared to same color coat with Advance

Another feature a smooth topcoat provides is greater mechanical resistance to the growth of mold, mildew, and algae. In addition to water, these organisms need something to grip onto. If the spores land on a tough, smooth surface that rapidly sheds water, they won't have an opportunity to germinate and spread. So the surface of your logs stays free of unsightly mold spots and patches of algae.

Of course, the best feature of Advance Topcoat is the protection it provides to the color-containing stain. Years ago, cars left the manufacturer with a coat of paint. More expensive cars may have had several coats of paint, but no matter how many coats were applied, after a few years on the road the paint turned dull and started to flake off. Then car coating experts discovered the benefits imparted by clear topcoats.

Today's car finishes remain shiny and last longer than ever thought possible, all due to the application of clear topcoats.



Two coats of color finish without Advance (L) with same color coat with Advance, after 15 months of accelerated weathering

What is there about topcoats that contribute to this improvement? The most performance enhancing feature of a clear topcoat is that it reflects sunlight. Sunlight is composed of several components, including ultraviolet (UV) light. It's the UV that is responsible for fading colors and, in the case of wood homes, damaging wood fibers through a process called photo-oxidation. The more UV light that's reflected off the surface, the slower the color coats will fade. Wood fibers will be also be exposed to less photo-oxidation, thus extending the life of the entire finish system.

Technical Tip

Although satin finishes reflect a significant amount of sunlight, gloss topcoats reflect more, which is why car finishes are shiny and not dull. The same holds true for our Lifeline™ exterior finish systems. Advance Satin does reflect much of the sunlight, but Advance Gloss reflects even more, which is one of the reasons that log home gloss finishes are becoming more popular.

An additional beneficial feature of a clear topcoat is the protection it provides to the color coats against degradation by airborne contaminants like sulfur dioxide, ozone, and particulates. Even natural contaminants like tree pollen and bird droppings can damage or discolor the color coats by chemical reactions or supporting mold growth. Our Advance Topcoats provide a barrier that prevents this from occurring.

These are some of the reasons why Lifeline Advance Topcoats play a key role in the performance of all of our exterior finish systems.



One of the first homes topcoated with Advance Gloss. On the left is the initial coat. On the right is the same wall, no maintenance, almost 7 years later