

## CASE STUDY

### Home - Walls, Ceilings

## Award Winning Energy Saving and Asset Protection Coatings

#### GEOGRAPHICAL AREA:

Truth or Consequences (TorC),  
New Mexico, USA

#### ISSUE:

The issues of energy consumption and green building were important to this homeowner, who was looking for a way to insulate his home with an environmentally friendly product that would also save on energy use.

#### SOLUTION:

HomeProtect™ Clear Coat was used to coat the home's interior walls and ceilings for insulation in all seasons.

Coverage: 3-coats

#### RESULTS:

- ✓ Average reduction of 40% in heating/cooling costs.
- ✓ Versatile to use in other areas of home for insulation.
- ✓ Provided resistance to mold and mildew growth.
- ✓ Was a "green" eco friendly technology.
- ✓ Provided excellent UV resistance.



The homeowner was very pleased with the results and is realizing a 40% savings in energy costs as well as reduced time for the home to cool off in the summer and heat up in the winter. The fact that HomeProtect™ is water-based and environmentally friendly also made it an excellent addition to the 'green building' environment in Truth or Consequences, New Mexico.

#### Customer quote:

"We are really pleased with the 40% savings in energy cost and the swiftness at which it (the house) cools off and heats up. I even coated the claw foot tub in it so the water stays hotter longer!...I tell my friends about it because it really works.

You could heat that house with a votive candle and a blow dryer now that it has the Syneffex coating on it."

-Marc Izzard, TorC, NM



