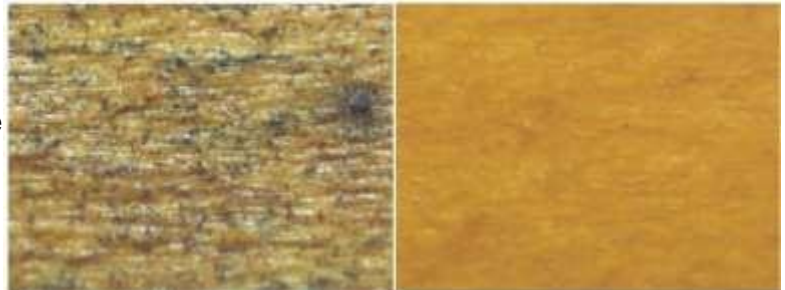


## The Role of Advance™ Exterior Topcoat

Just as clear coats are vital to the performance of automotive paint finishes, our Advance™ topcoats are an integral part of all our exterior Lifeline finish systems. Not only do they extend the life of the color coats, but they significantly improve the look of the finish by enhancing the color, clarity and depth of the finish. The topcoat also helps keep the surface clean. Since Advance™ is designed to form a smooth, strong film, it makes it much more resistant to dirt pickup and easier to keep clean. A simple Log Wash application followed by a rinse (garden hose) will remove the dirt and grime that was hiding the beauty of your home.

A smooth top coat also provides a 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, the spores will not have the opportunity to germinate and spread. As a result, the surface of your logs stay free of unsightly mold spots and patches of algae for a longer time.



*Color coats without  
Advance*

*Same color coats with  
Advance Topcoat*

What is it 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. UV light is responsible for colors fading and damaging wood through a process called photo-oxidation. The more UV light that is reflected off the surface, the slower the color will fade along with a decrease in the photo-oxidation reaction, thus extending the life of the entire finish system. Although satin finishes reflect a significant amount of sunlight, gloss top coats reflect more.

### After 15 months of accelerated weathering



*Two color coats, no topcoat*



*Two color coats of the same color, plus Advance Gloss Topcoat*

Another beneficial feature of a clear topcoat is the physical barrier over the pigmented stain. A topcoat prevents airborne contaminants (i.e. sulfur dioxide, ozone and particulates) and natural contaminants (i.e. tree pollen and bird droppings) from contacting the pigmented stain. These contaminants can damage or discolor the stain by chemical reactions or supporting mold growth.

These are a few of the reasons why LIFELINE™ Advance Topcoats make our finishes among the most beautiful log home finishes in the world.



*One of the first homes top-coated with Advance Gloss.*



*The same wall 6 years and 11 months later. No maintenance had been performed on the exterior finish during the intervening years.*