



# Super Therm® SIZZLES On Savings

by Jennifer N. Leal; Photos by Limelight Photography

**Las Vegas Residents Must Now Save Up to “50%” Off Their Current TOTAL UTILITY BILLS to offset the cost of recent and future power increases to spend the same (or less) than last year.**

In a city that makes its bank on sizzle, one local resident is making bank on keeping it cool. Meet Gary Laine. He’s a man that has spent one too many summers sweating it out in the Las Vegas desert, but this year, it’s a little different. In the past year, Laine has been crossing off tasks on his ‘honey do’ list, from remodeling bathrooms to painting the house. “My house is about 13 years old and it needed a paint job anyway,” Laine says.

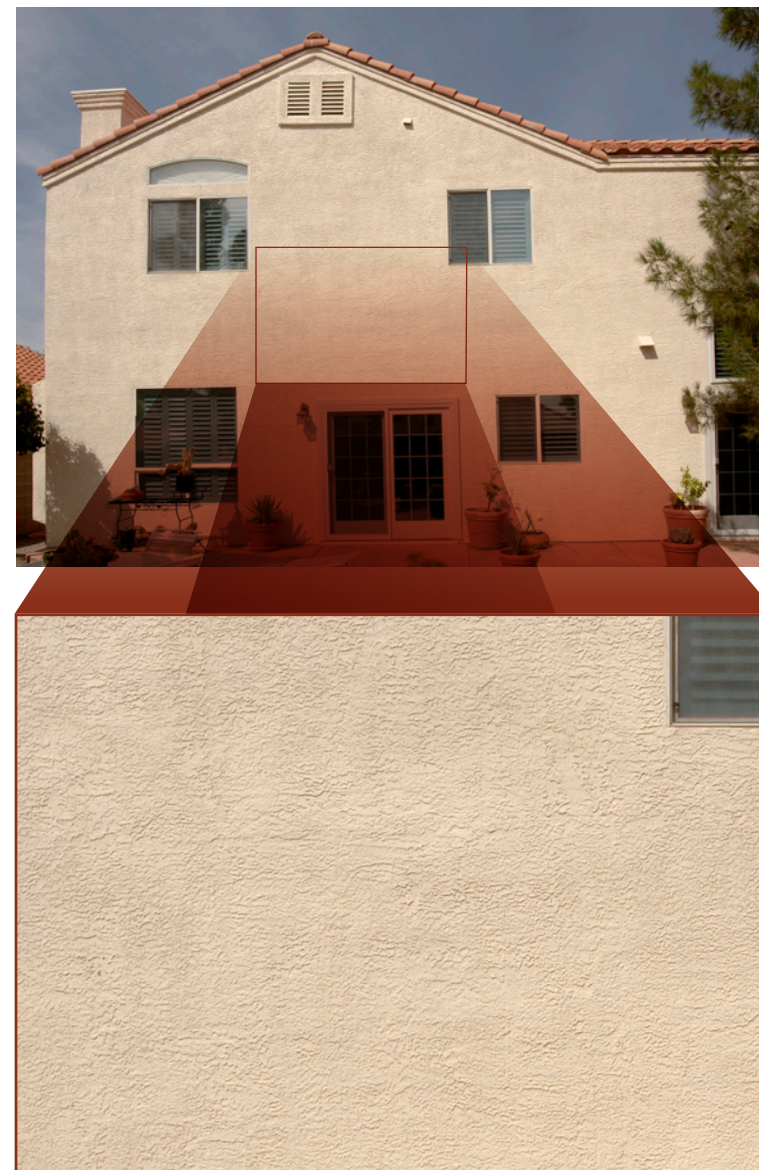
Laine has worked in the casino industry for 30 years—life in the Circus Circus pits, so to speak, where he is a pit boss. In his tenure, he has become great friends with many of his colleagues, including The Steakhouse manager Ron Randazzo, who recently

Painted his house. But, this is no ordinary paint, it may look ordinary, and we assure you it’s anything but. Imagine an exterior paint that saves you money. It’s true. It’s called Super Therm® and this ceramic coating has the consistency of a thicker paint, which repels 95% of heat by deflecting three radiation sources from the sun—ultraviolet, visual light and infra red rays. Super Therm® creates an envelope of heat protection on the outside of a home, translating to not only a cooler house, but saving between 40 to 60 percent on your next power bill. **Ron Randazzo has seen 50% reduction on his total utility bill and this includes running his pool and other electrical outlets.**

HSC® Coating, another ceramic coating which is usually installed in an attic, helps reduce heat from the roof that heats up the tile, black paper, and plywood and then penetrates directly to the attic and would permeate inside his house, therefore keeping his attic at **10 degrees under ambient** or the outside air temperature. Super Therm® works by **directly blocking the loading of**

**heat.** That means if heat is not loaded into the walls or into an attic, heat cannot be transferred into the house. “It’s exactly like painting a house,” says Jeff Cleavenger, a project manager for Superior Products International; the company that is keeping it cool. “When the product was first shown to me I noticed it looked like paint, however it almost had a rubbery texture, so it would truly be sealing my house. Laine went on to say “A good description of the paint is that it looks like icing on the cake.”

The Super Therm® coating process is a simple one, in fact, depending on the size of a home and weather conditions, work can be completed in three to five days.



Laine’s home was completed in a matter of only two days. This is how it works. Once a homeowner signs off on the proposal, crews pressure wash the entire exterior of the home. Next, crews repair any cracks in the stucco with stucco patch, then the protective coating is painted or spray rigged on.

“It’s like putting a barrier on the outside of your house that is saving money,” Laine says. “I’m saving anywhere between \$50 to \$100 a month on my power bill.” You may remember reading about Ron Randazzo, friend to Laine, earlier. He is **currently saving \$120 and up on his total utility bill** since coating his house.

For people currently living in homeowners associations who question if the paint would pass approval requests, the answer is YES! Both Randazzo and Laine live in HOAs, and Superior Products can coordinate for color compliance. “I remember the crew did a temperature reading before and after they painted my house,” Laine recalls. “I put my hand on the house before the paint and it was very hot, now after the paint, I place my hand to my home and it’s warm to the touch. So, just by the touch of the hand you can feel a significant difference in the temperature. Needless to say, I’m very happy about the outcome.”

For more information about Superior Products International or to set up a demonstration of Super Therm® or HSC® Coating, you can call Jeff Cleavenger at 702-439-3133 and you are invited to visit their website at [www.spicoatings.com](http://www.spicoatings.com)



All SAVINGS are immediate. One homeowner went into his attic and checked the temperature. It was a 107F day and his attic was 91F in the afternoon. Another homeowner in a 1400 sq.ft. stucco and concrete home has not turned on his A/C unit as yet this summer. The entire exterior of his flat roof was coated with SUPER THERM® to prevent any heat load as well as the exterior sides of his home. His July TOTAL UTILITY BILL was \$103 and his has a swimming pool and 5 freezers running all the time.

What does SUPER THERM® give to you other than 50% savings on your total UTILITY BILL??

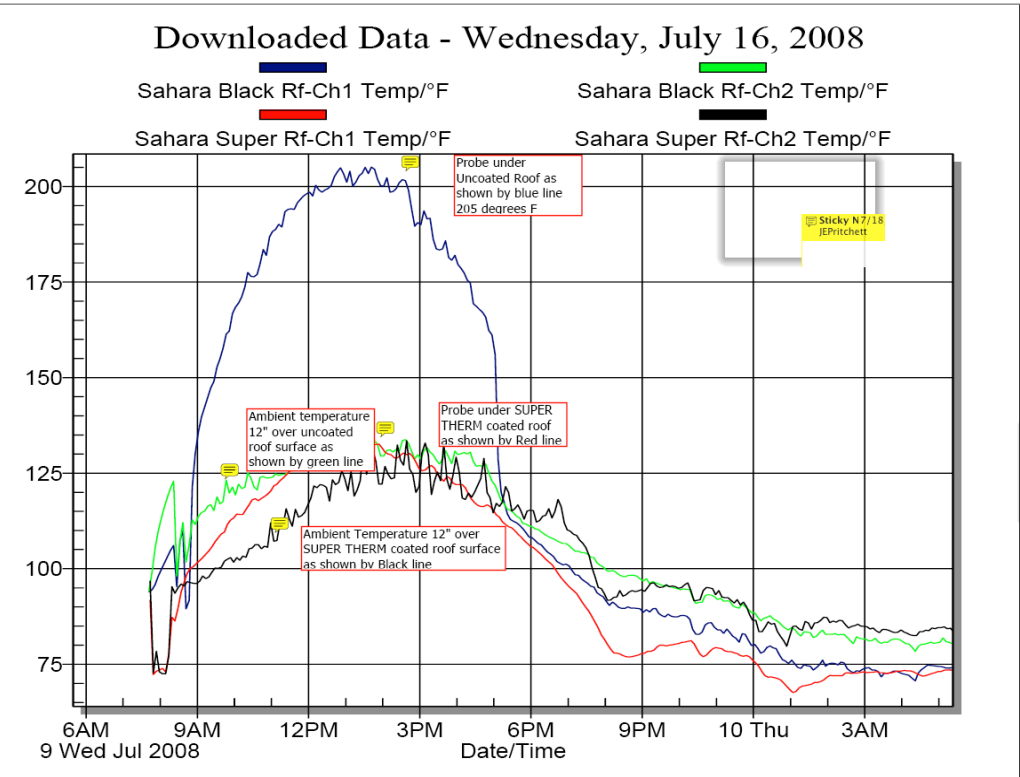
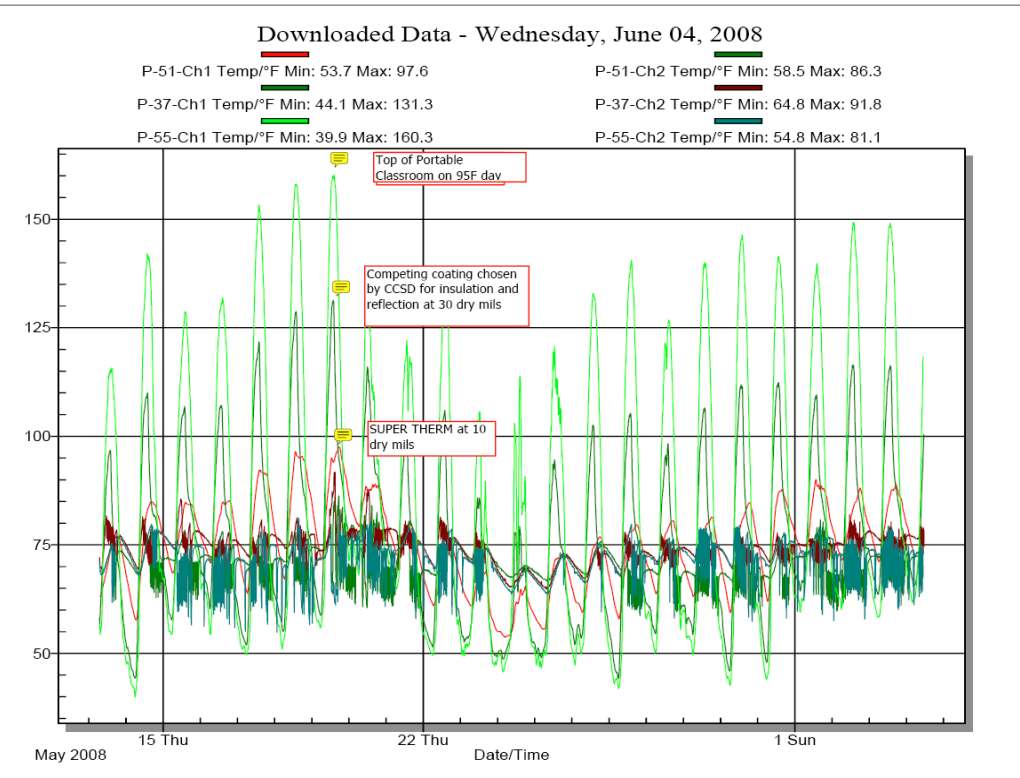
1. "0" Flame Spread that offers a Class A fire resistance to your home.

2. 50% Sound Reduction through walls coated with SUPER THERM®, as tested with the ASTM labs for STC (Sound Transmission Coefficient).

3. Water Proofing with testing performed under the ASTM certified labs to block wind driven rain. This is not just a "moisture barrier". It is a Water Barrier. Resists mold and mildew development and growth, as confirmed by ASTM testing.

4. Helps to prevent condensation, which can develop mold.

5. Replaces the house wraps that claim to block air flow and moisture load, even though they cannot. SUPER THERM® is a water barrier, and bonds tightly enough to control air leakage from cracks and holes common in construction.



# Super Therm®

ULTIMATE PERFORMANCE & FUNCTION



*Provided by*  
**SUPERIOR PRODUCTS  
INTERNATIONAL, II, INC.**

Super Therm® is a ceramic based, water-borne, insulating coating, designed to block heat load, moisture penetration, and air infiltration over a surface and to reduce energy costs. Super Therm® is the most effective and longest lasting ceramic insulation coating on the market today. Super Therm® reflects over 95% of the three radiation sources from the sun, which are ultraviolet, visual light and infra red rays.

## Benefits of Super Therm®:

**ENERGY SAVINGS** - Savings of 20-70%

**R-19 EQUIVALENT RATING** - Super Therm® reflects over 95% of radiation from the sun

**BLOCKS MOISTURE AND AIR INFILTRATION** - A moisture and air barrier under ASTM certified testing.

**ENVIRONMENTALLY FRIENDLY** - Certified environmentally safe and eco-effective by MBDC LLC (Gold Certificate) and is approved by the USDA for use in and around food preparation areas.

**CLASS A FIRE RATING** - Super Therm® will not contribute and will resist the spread of fire.

**LONG LASTING** - 20+ year lifespan on roofing under normal conditions when applied as a system

*For Super Therm® and other great energy-saving products contact*

SUPERIOR PRODUCTS INTERNATIONAL, II, INC.

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