



## **Corev America announces the release and immediate availability of its latest wall texture innovation, Mojave™.**

Houston, Texas - June 10, 2010: Corev America announces the release and immediate availability of its latest wall texture innovation, Mojave, as part of its continuing commitment to providing the largest variety of acrylic, water-based textured wall coatings anywhere in the marketplace. Mojave is a very tight, fine faced, trowel applied texture. Mojave is formulated with acrylic resins, organic and inorganic pigments, natural fillers and chemical additives that enhance its workability, appearance and performance. Mojave can be tinted to match a wide range of colors specified by the customer.

"The architectural community has been asking us for a variety of finer aggregate finish coatings," said Richard Neff, Corev America's V.P. Sales and Marketing, "and like almost all of our product concepts, this one is in™ direct response to such inquiries."

Mojave is durable, colorfast and easy to maintain. Mojave is a DPR (Dirt Pick-up Resistance) synthetic finish. Its surface is very hard, non-tacky, and extremely resistant to the accumulation of dirt, mildew and other contaminants. Mojave is applied as an exterior textured finish coating over PRECOR and PRECOR-SB cladding systems, conventional stucco, or properly prepared masonry or concrete surfaces.

### **About Corev America**

Founded in 1982, Corev America is a Houston-based manufacturer of technologically advanced architectural coatings, adhesives, sealants, paints and exterior wall insulation systems.

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