



## **Corev America announces the introduction of COREVMICA textured finish coating**

Houston, TX - May, 19, 2008 - Corev America's latest finish coating innovation, COREVMICA™, is available immediately. COREVMICA offers the look of the natural cantera stone, a combination of volcanic dust and ash with lava and other stones, compressed over the millennia, and quarried throughout Mexico. Cantera occurs naturally in earthy terracotta browns and oranges, gray shades, and light and dark pink shades.

COREVMICA is formulated with acrylic resins, organic and inorganic pigments, natural fillers, natural mica in a variety of colors, and chemical additives that enhance its workability, appearance and performance. In contrast to natural cantera, COREVMICA is lightweight, flexible and affordable. COREVMICA is available in 12 standard colors, and COREV will match other colors specified by the customer.

"Our distributor in South Texas, Surfacing USA, LLC, asked us for a cantera look for use over stucco and EIFS," remarked Richard Neff, Corev's Vice President Sales and Marketing. "We introduced it at the HD show in Las Vegas. It's a beautiful finish, and I must say that its reception has been fantastic."

COREVMICA is durable, colorfast and easy to maintain. COREVMICA 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. COREVMICA is an exterior finish coating formulated for use with PRECOR and PRECOR-SB cladding systems, or for application over properly prepared stucco, masonry or concrete surfaces. COREVMICA may also be applied as an interior finish coating over paint-ready drywall, plaster, 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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