

# NEW PRODUCT SHOWCASE EDITORIAL

## Kool Ray Ultra

*Super-Concentrated Liquid Shade*

***More Shade for less cost!***

- Ultra concentrated for super savings
- Ultra WHITE & BRIGHT for better heat reduction
- Ultra safe for a clean environment
- Ultra easy to mix and apply

**KOOL RAY *ULTRA* is a more concentrated version of KOOL RAY Ezy-OFF.**

**KOOL RAY *ULTRA*** is so concentrated that it can be diluted with water at almost *twice the amount than the older KOOL Ray Products as well as most other shade paints!*

Although ***ULTRA*** is almost twice the amount, it is NOT twice the price, which means considerable cost savings. Average dilution rate for **KOOL RAY *ULTRA*** is 1 part *ULTRA* to 15 parts water! That's three 5-gallon pails of water to 1 gallon of ***ULTRA!*** One 5-gallon pail of ***ULTRA*** will yield up to 80 gallons of shade versus 45 gallons of most other shade paints. Additionally, there is less container waste generated because fewer pails are required to do the job, which means lower disposal costs.

**REMEMBER: KOOL RAY *ULTRA* will wear similar to KOOL RAY EZY-OFF.** For our customers who use **SUMMERCLOUD** or **SUPERSTICK**, it will be necessary to purchase XTRA STICK and add it to KOOL RAY *ULTRA* to achieve a similar level of wear as with **SUMMERCLOUD** or **SUPER STICK**.

It is specifically designed to lower inside greenhouse temperatures during the warmer spring and summer growing seasons. Its higher percentage of UV-resistant titanium dioxide pigments provides a whiter, more heat reflective coating for more efficient and effective cooling of indoor temperatures during the hot sunny growing season. Throughout the course of the year, ***ULTRA'S*** environmentally friendly ingredients will slowly wear off (weather permitting) allowing for increased light levels as the daylight decreases. And for longer wear, just mix Continental's special **X-TRA STICK Adhesive Additive** with ***ULTRA*** when diluting **KOOL RAY *ULTRA*** with water.

## **X-TRA STICK Adhesive Additive**

For Kool Ray ULTRA Liquid Shade

X-TRA STICK Adhesive Additive is a special latex adhesion promoter that when added and mixed into KOOL RAY ULTRA will increase adhesion, wear and overall life of the shade. X-TRA STICK is primarily added to KOOL RAY ULTRA when shading glass greenhouses or when a longer wear is required. *X-TRA STICK* can be used in combination with ULTRA when shading plastic but caution should be taken because of the possibility of removal problems when used over plastic surfaces. For use when shading plastic, it is recommended to add X-TRA STICK at the LIGHT ADHESION amount of 4 ounces. (refer to XTRA STICK additions below)

### **RECOMMENDED X-TRA STICK ADDITIONS**

#### **FOR LONGER WEAR THAN EZY-OFF**

LIGHT ADHESION – Add 4 ounces of X-TRA STICK for each undiluted gallon of KOOL RAY ULTRA used.

#### **FOR ADHESION SIMILAR TO KOOL RAY REGULAR**

MEDIUM ADHESION - Add 12 ounces of X-TRA STICK for each undiluted gallon of KOOL RAY ULTRA used. It is best to add X-TRA STICK after shade has been diluted with water. Mix thoroughly.

#### **FOR ADHESION SIMILAR TO KOOL RAY SUPER STICK**

STRONG ADHESION – Add 18 ounces of X-TRA STICK for each undiluted gallon of KOOL RAY ULTRA used. It is best to add X-TRA STICK after shade has been diluted with water. Mix thoroughly.