

SYSTEMS AND PRODUCT CATALOG

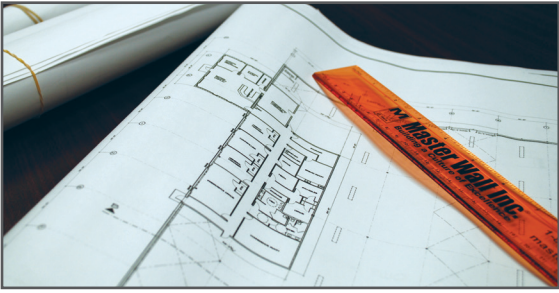
We finish strong.



EIFS | ACRYLIC FINISHES | DRAINAGE SYSTEMS | FIBERSTUCCO | LIQUID APPLIED BARRIERS

 **Master Wall Inc.**[®]
Building a Culture of Excellence

Building a culture of excellence.



It's what's on the inside and outside that counts.

On the inside, we're a company founded on the principles of honesty, service and integrity. Our commitment to building a culture of excellence starts with an understanding that reliability and responsiveness are at the core of a productive customer relationship. It's an understanding that sets our company apart. On the outside, we strive to develop, manufacture and distribute the highest quality exterior systems to a regional, national and global marketplace. Our products include Fiberstucco, EIFS, Acrylic Finishes, Interior Coatings, Drainage Systems and Liquid Applied Barriers. Architects, builders and contractors can trust and depend on Master Wall® for competitive pricing and maximum performance. After all, our people and products have been finishing strong for over 25 years.



Finishing strong for over 30 years.

Master Wall, Inc.® began in 1987 with the simple goal of manufacturing the best products available in the marketplace, crafted by people who care about the industry. We experienced early success in residential and commercial construction, serving primarily the southeastern United States.



Over the years, product acceptance and recognition grew. Applicators appreciated the smooth workability for better-looking jobs while architects trusted the common-sense approach to design assistance. Continued growth helped Master Wall® expand to national distribution and recognition. Today, our products are available through our global distribution network.

Manufacturing expanded rapidly to meet product demand. Starting from a relatively small facility, new personnel and equipment were added to improve production and efficiency. Our Lithonia, Georgia manufacturing plant and our Columbus, Georgia corporate facilities now occupy over 50,000 square feet. We also have manufacturing facilities in Utah and Texas.

Care and experience is key to a quality product. Steve Smithwick, President of Master Wall®, has over 40 years experience in blending and process manufacturing. He served for seven years as a plant manager for a leading EIFS manufacturer in the United States and was instrumental in setting up that company's largest domestic operation and first overseas facility. Additionally, Master Wall® has assembled a management team with over 100 years experience in the EIFS industry. Our team consists of all facets of business associated with our trade: Sales, sales management, technical field services, architectural support services, national account services, product development and financial management.





Air/Water Barriers and Flashings

Designing and specifying the proper air and water barriers can be a challenge. Master Wall® manufactures a variety of continuous barriers to meet the needs of all types of commercial and residential projects and applications. Integrating continuous barriers eliminates problematic rips and tears that are common with traditional paper or wrap-type barriers. Master Wall® manufactures Rollershield, Trowelshield and WeatherStop secondary water barriers for use with Master Wall® assemblies and other exterior systems. All are 100% acrylic formulations for long life.



Base Coats and Adhesives

Master Wall® Base Coats are formulated for use with our Master Wall® EIFS, Stucco and Direct Application Systems. They may also be used as an insulation adhesive for certain approved substrates.



Meshes, Insulation, and Modifiers

Master Wall® reinforcing mesh provides tensile and impact resistance for Master Wall® systems. Available with Medium Impact Resistance using Standard Mesh, we offer a variety of impact-resistance ratings and mesh weights. Master Wall® Aggre-flex Mesh is a specially woven, glass fiber mesh with AR Coating (Alkali Resistive).



Architectural Coatings and Primers

Architectural coatings are available for new construction or renovation projects. Whether the desire is to rejuvenate the face of an aged finish or a bold look on new construction, Master Wall® has the products you need for the desired look. Roller-flex architectural coating is used for color changes, trims and bands. Roller-flex is perfectly compatible with Master Wall® finishes. Elasto-flex is our elastomeric coating. It dries to a flat finish and bridges minor hairline cracks in stucco or other approved substrates. Primecoat primer is used to equalize finish absorption and provide a color background under Stone Finishes, Master Wall® Base Coats and Stuccos.



Cemplaster Fiberstucco

Master Wall Inc.® Cemplaster Fiberstucco is the industry's first comprehensive warranted stucco. With warranties available up to 20 years, Cemplaster Fiberstucco offers architects the advantage of adding improved performance components such as Rollershield Air/Water Barrier, Continuous Insulation, Rainscreen options, Stucco Ad-Liquid stucco modifiers, leveling base coats (including waterproof) and elastomeric finishes. Master Wall® Cemplaster Fiberstucco is a fibered Portland cement-based bagged stucco with exceptional workability, open working time, water retention, early strength, shrinkage resistance and long-term durability.



Superior Finishes

Superior Finishes are Master Wall Inc.'s® textured finish line. Available in a variety of colors and textures, it completes the look of your building. In addition to many standard colors, we also custom color match. Superior Finishes may be applied over Master Wall® Base Coats or prepared substrates including brick, masonry, concrete and stucco. Superior Finishes work great for interior applications as well. Superior Finishes are available in five-gallon (19L) pails and are typically troweled onto the wall surface with a stainless steel trowel.



R-Coarse



Perfect Swirl 2.0



Medium Sand 1.5



Fine Sand 1.0



Versatex 0.5



Aggreline



ReCote



Plasterflex



Travertine



Savannah



MetalTex



Metallic Cote



Stone Finish



Lumia

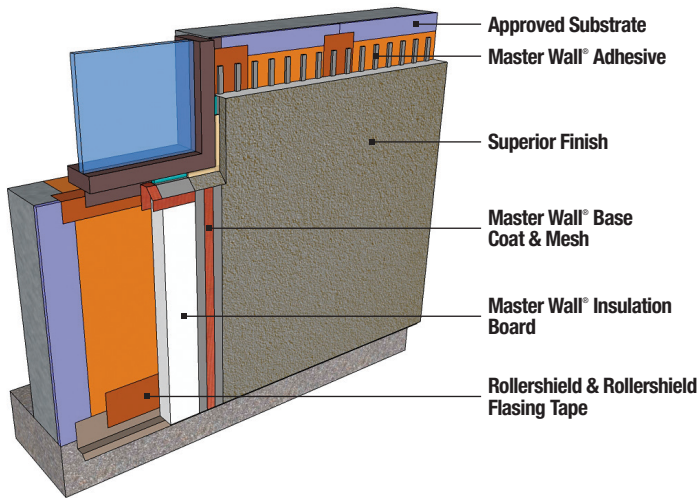


Wood Grain



Brick

Division 07 Assemblies



Rollershield Drainage CIFS® Class PB Drainage Exterior Insulation and Finish System

Master Wall Inc.® Rollershield Drainage Class PB Drainage Exterior Insulation and Finish System is a high performance commercial wall cladding. It uses a roller-applied air and water barrier that can be used as a flashing-type material with excellent water holdout. Vertical adhesive channels drain away any incidental water entering the system. This highly adaptable cladding is suitable for both new and retrofit construction.

Features & Benefits

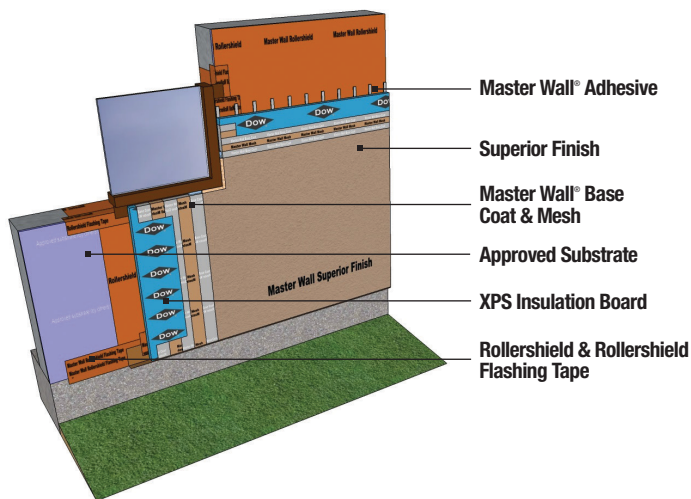
99% Drainage Efficiency
High Insulating Value (R-4 per inch)
CFC & HCFC Free Insulation Board,
Recyclable
Medium Impact Resistance is Standard

System Use

Commercial
Residential

Attachment Method

Adhesive



Rollershield Drainage CIFS® XPS Class PB Drainage Exterior Insulation and Finish System

Master Wall Inc.® Rollershield Drainage XPS is a high performing continuous insulation system that features our fluid applied air and water barrier and flashing with excellent water holdout. Vertical adhesive channels adhere the XPS continuous insulation board to the Rollershield and helps to drain away incidental water. The insulation is fully reinforced and finished with our Superior Finish or any of our specialty finishes.

Features & Benefits

99% Drainage Efficiency
High Insulating Value (R-5 per inch)
CFC & HCFC Free Insulation Board,
Recyclable
Medium Impact Resistance is Standard

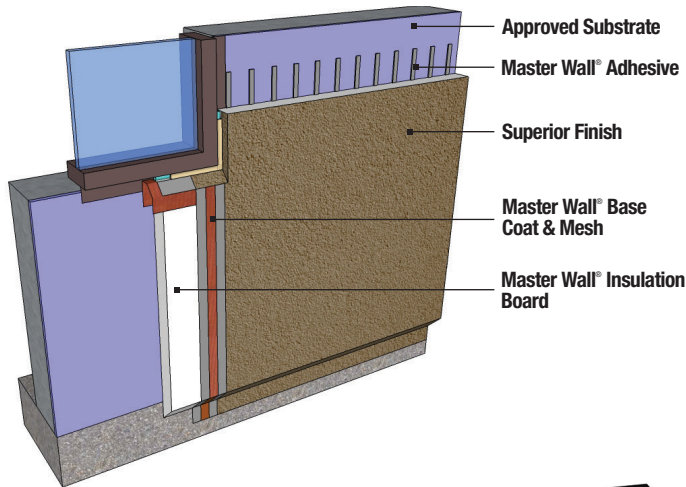
System Use

Commercial
Residential

Attachment Method

Adhesive

Division 07 Assemblies



Aggre-flex System Class PB Exterior Insulation and Finish System

Master Wall Inc.® Aggre-flex System is a polymer-based (Class PB) Exterior Insulation and Finish System (EIFS) that blankets commercial projects with a layer of protective insulation reducing thermal losses at framing members and better insulating the entire building. The Aggre-flex System offers many options from its weather-resistant monolithic exterior to design flexibility and ease of design. It has the visual appeal that architects and owners look for without the weight or expense of traditional materials.

Features & Benefits

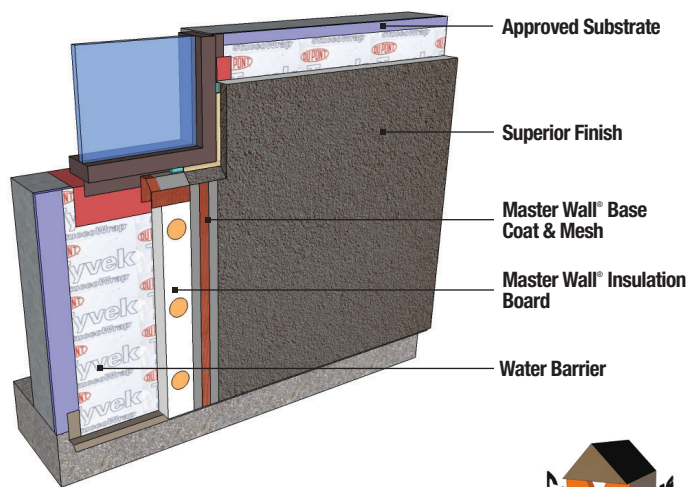
High Insulating Value (R-4 per inch)
Design Flexibility
Medium Impact Resistance is standard

System Use

Commercial

Attachment Method

Mechanical
Adhesive



Aggre-flex Drainage System Class PB Drainage Exterior Insulation and Finish System

Master Wall Inc.® Aggre-flex Drainage System is a mechanically attached polymer-based (Class PB Drainage) Exterior Insulation and Finish System (EIFS). The system is applied over an approved secondary water barrier that helps protect the building from incidental water intrusion while insulating the entire building in a blanket of protective insulation. Aggre-flex Drainage may be installed with flat insulation board, Master Wall® wavy insulation board or a drainage spacer.

Features & Benefits

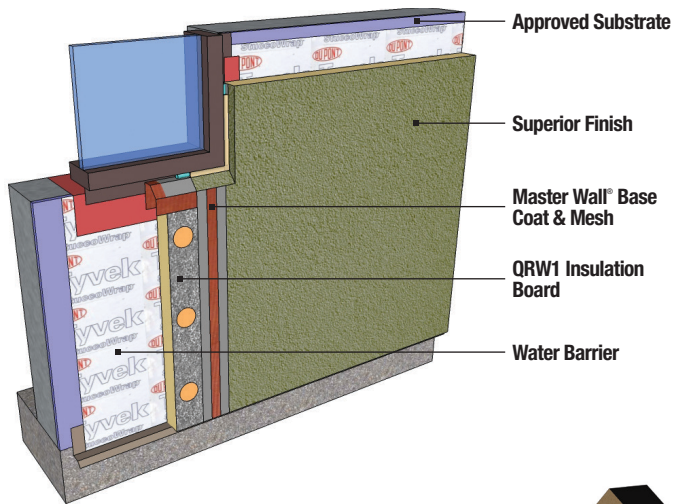
97% Drainage Efficiency
High Insulating Value (R-4 per inch)
Medium Impact Resistance is standard

System Use

Commercial
Residential

Attachment Method

Mechanical



QRW1 Drainage EIFS

Class PI Drainage Exterior Insulation and Finish System

Master Wall Inc.® QRW1 system is a durable drainage system made for residential and light commercial construction. It's large insulation boards install easily and quickly over an approved water barrier. QRW1 may also use optional vent spacers or drainage mats for improved drainage.

Features & Benefits

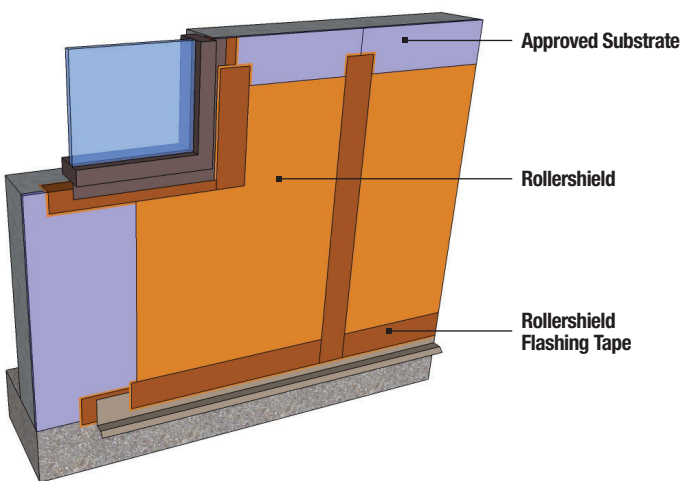
98% Drainage Efficiency
 High Insulating Value (R-5 per inch)
 Easy Application

System Use

Commercial
 Residential

Attachment Method

Mechanical



SuperiorShield AMB System

Liquid Applied Air and Water Barrier

The SuperiorShield fluid-applied air and moisture barrier system can be installed under all claddings which require a secondary air and moisture barrier including brick, stucco, stone, siding, and Master Wall EIFS. The system consists of the following components:

- Rollershield RS or TG
- Rollershield Flashing Tape
- SuperiorFlash Liquid Flashing

Rollershield is applied with a foam roller or spray equipment to 10 mils dry thickness and forms a continuous water barrier. Sheathing board joints and transitions are reinforced with Rollershield Flashing Tape.

System Use

Commercial
 Residential

We finish strong.



On Multi-Family

Whether you are developing luxury apartments, assisted-living centers, or sprawling multi-use facilities, Master Wall® is here to serve you. From engineered Cemplaster Fiberstucco to Exterior Insulation and Finish Systems, we can incorporate Rollershield Liquid Applied Barrier, to protect your investment long term. With industry-leading warranties and reliability, you can rest assured that your development is in good hands. With no-cost plan reviews and technical services, Master Wall® offers the services you need when you need them most.



On Medical and Public Works

When the time comes to build or renovate buildings that the community relies on, you need products and systems you can trust. With Master Wall® you can have it all. From Hurricane Impact Systems to a diverse offering of base coats and meshes, we can help design a system that protects your project and offers LEED credits to help your community stand apart. From textured finish to smooth coatings, we can help your new project be all you want it to be or bring that old community building back to life.



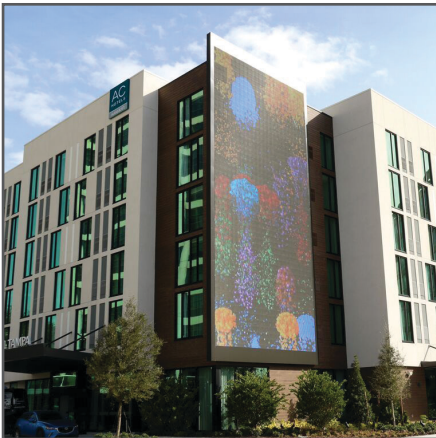
On Industrial

Warehouses and office buildings incorporate complex designs to create the most efficient use of the space available. Sometimes a simple exterior can complement that design. Master Wall® Recote offers a simple finish solution over concrete and other surfaces. If you are looking to add R-value through exterior insulation, consider Master Wall® Aggre-flex EIFS. No matter the complexity of your design, we can offer products and systems to meet your needs.



On Residential

We understand that a home is one of a client's most cherished investments. With this in mind, we have created cost-effective solutions to meet the needs of a diverse marketplace. From Master Wall's® high-quality Cemplaster Fiberstucco and other time-tested, custom-designed systems to endless exterior and interior colors and textures with Master Wall® Superior finish, we have the solutions to meet your needs. Incorporating Rollershield LAB into your home's exterior system allows for greater protection against water intrusion, and technical improvements have allowed for design flexibility to create a home that lasts.



On Hospitality

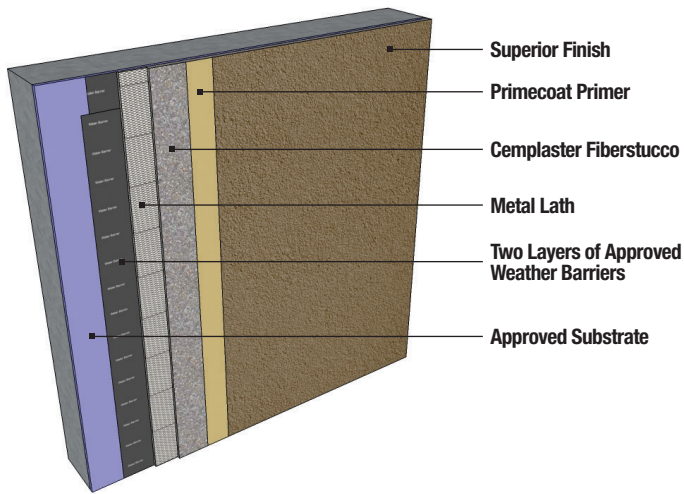
Owners and developers are constantly updating specifications and looking to stay on the cutting edge of design innovations. Master Wall® understands these challenges and embraces these opportunities. We have developed systems to protect and keep properties sustainable for the long term. Whether your design incorporates metal panels, brick, granite, limestone, or a more traditional textured finish, Master Wall® Rollershield EIFS can offer a single-source solution for whatever designs you choose.



On Retail

Customers are looking for a fresh face when they go shopping. From bright colors and traditional tones to old world textures, Master Wall® can help create a beautiful exterior that welcomes consumers. With custom tinting services and on-site assistance, we can help create and finish projects clients will enjoy well into the future. Multiple tenants need multiple solutions, and Master Wall® has the diversified products and systems to meet those expectations.

Division 09 Assemblies



Cemplaster Fiberstucco Base 5

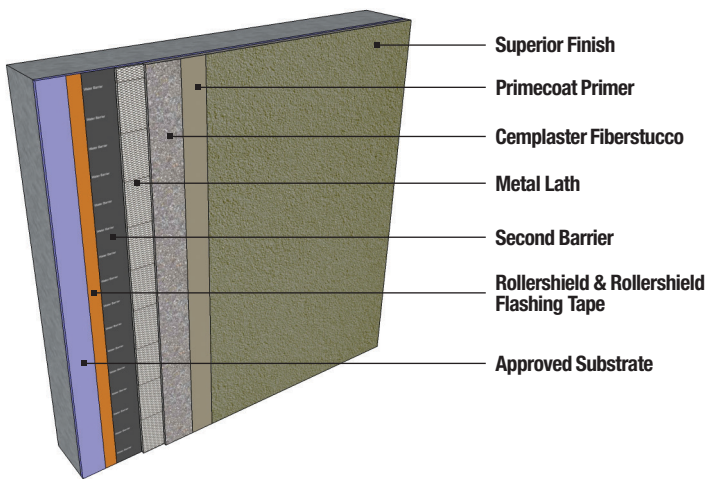
Cemplaster Fiberstucco Base 5 is the economical choice in engineered stucco. The ½" thick Cemplaster Fiberstucco application incorporates Master Wall® Primecoat Primer for better color retention and adhesion along with our durable Superior Finish and a 5-year warranty. Upgrade to our Mid 7 system with Superior Elastomeric Plus finish for better flexibility and crack-bridging properties and a 7-year warranty.

Features & Benefits

- Fiber-reinforcement for better crack resistance
- Superior Elastomeric Plus Finish bridges hairline cracks
- 5-year labor/material warranty

System Use

Commercial
Residential
Mechanical



Cemplaster Fiberstucco RS 12

Cemplaster Fiberstucco RS 12 takes the most popular components of a stucco with consideration for value. It incorporates Master Wall's® Rollershield LAB as the initial barrier over the approved substrate to offer a monolithic Air and Water Barrier installation to both seal and protect. Components also include Primecoat Primer and Superior Elastomeric Plus Finish. This system carries a 12-year labor/material-type warranty.

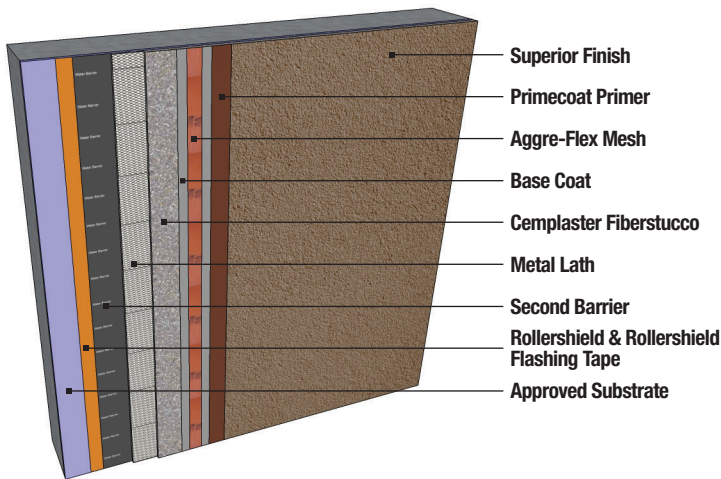
Features & Benefits

- 100% weather protection
- Bridges hairline cracks
- 12-year labor/material-type warranty

System Use

Commercial
Residential

Custom Warranties up to 20-years available



Cemplaster Fiberstucco C-Plus

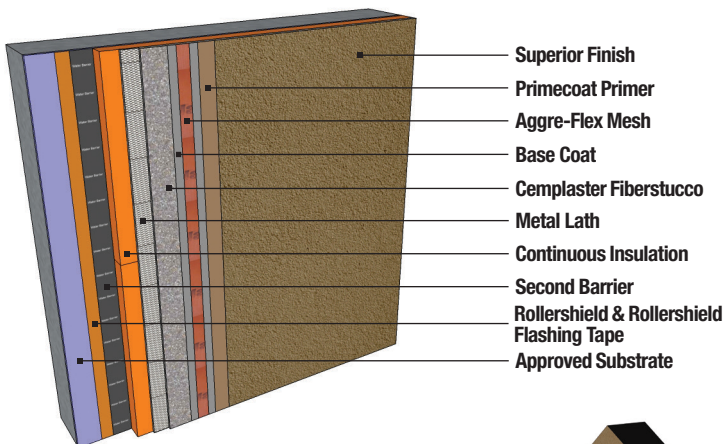
Cemplaster Fiberstucco C-Plus includes the same quality components as the RS 12 system with an upgraded installation of Master Wall® base coat and mesh. The base coat and mesh offers crack resistance as well as leveling capabilities for the finish application. Options include Weatherstop Stucco base coat for air and water protection. This system carries a 14-year labor/material-type warranty.

Features & Benefits

- Leveling and impact resistance
- 100% weather protection
- 14-year labor/material type-warranty

System Use

- Commercial
- Residential



Cemplaster Fiberstucco CI

Cemplaster Fiberstucco CI offers components found in a high value stucco system and incorporates Continuous Insulation to meet new and expanding energy codes. Extruded insulation board is available in 1" (25 mm) with R-5, 1-1/2" (38 mm) with R-7.5 and 2" (51 mm) with R-10. Options also include Master Wall® Rollershield LAB, Stucco Ad-Liquid, leveling base coat and impact resistant mesh, Primecoat Primer and Master Wall® Superior Standard or Elastomeric Plus Finishes. This system carries up to a 17-year labor/material-type warranty.

Features & Benefits

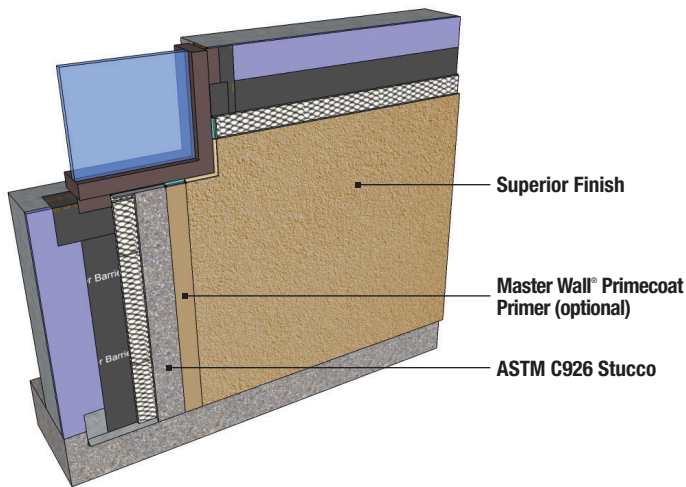
- Energy Efficient
- Crack Resistant
- 17-year labor/material-type warranty

System Use

- Commercial
- Residential



Division 09 Assemblies



Finishes over Stucco Textured Acrylic Finish System

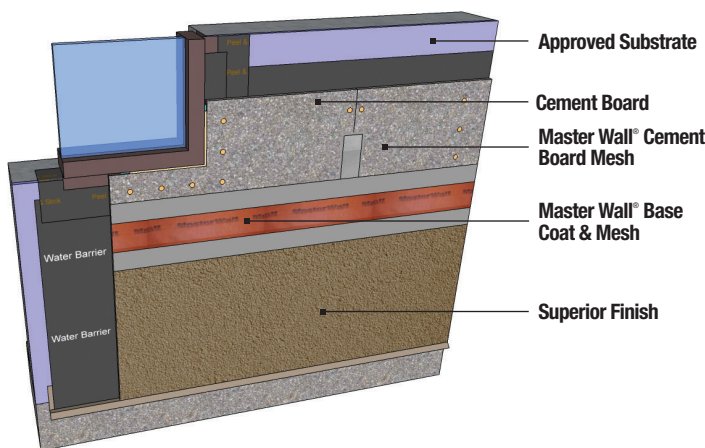
Superior Finishes applied over a traditional stucco base makes projects look better. Our finishes offer better color and texture consistency compared to traditional cement textures. We suggest optional Primecoat Primer for even better color consistency. To bridge minor hairline cracks in stucco specify Superior Elastomeric Plus Finish. The textured finish is designed to stretch with the minor hairline cracking common in stucco.

Features & Benefits

Better Color Consistency
Easy Application
Works over all traditional stuccos

System Use

Commercial
Residential



Stucco Cement Board Coatings Direct Applied Exterior Finish System

Stucco Cement Board coatings are applied over a high-strength water-managed ASTM C1325 or C1186 cement board. The application provides high impact and weather resistance where exterior insulation value is not required. The cement board installs easily over approved framing and substrates using one of two methods:

- Over an approved structural sheathing in conditioned northern or southern climates.
- Directly to structurally-controlled framing in southern climates (below 4000 heating degree days) or unconditioned northern climates.

Features & Benefits

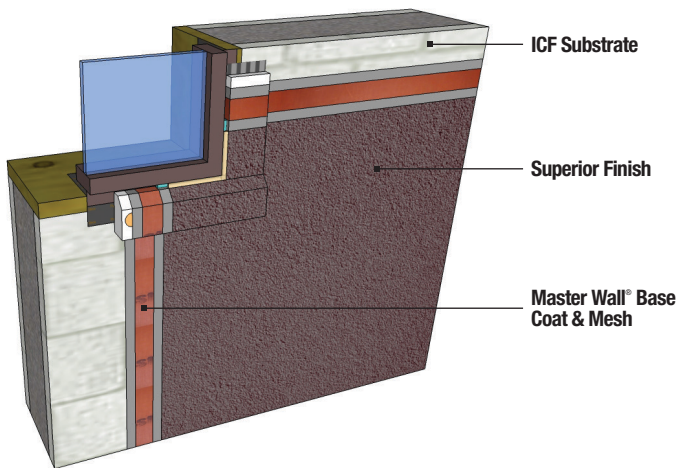
Easily Applied
Durable Surfacing System
Impact Resistant
May be used with drainage mats
Foam trim easily added

System Use

Commercial
Residential

Attachment Method

Mechanical



ICF Coating System

Direct Applied Exterior Finish System

Insulated Concrete Form (ICF) structures are made for Master Wall® finishes. Most forms feature recessed ties making the installation as simple as rasping and leveling the forms followed by a Master Wall® base coat with either standard or an upgraded reinforcing mesh. Our Superior Finish is applied to complete the job.

Features & Benefits

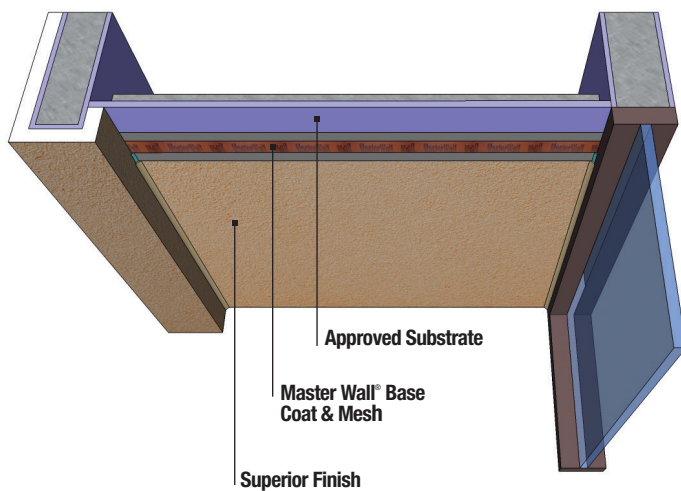
Easily Applied Durable Finish
 Design flexibility
 Medium-Impact Resistance is Standard

System Use

Commercial
 Residential

Attachment Method

Mechanical
 Adhesive



Soffit System

Direct Applied Exterior Finish System

The Master Wall Inc.® Soffit System application greatly improves the looks of any eave, overhang, canopy or large soffit. The textured surface and installed system is impact resistant and durable, yet with an economical cost compared to other soffit alternatives.

Features & Benefits

Easy Installation
 Great aesthetics
 Economical
 Fire Resistant

System Use

Commercial
 Residential

Warranties

- Warranties are important. Master Wall Inc.[®] views the warranty process as the final handshake with the owner, and we take care to process them quickly. Finishing strong means your project closeout will go smoothly.
-
- Our Cemplaster Fiberstucco offers preset packages with different limited warranty lengths, or you can custom design your own system following our guidelines. We're available every step of the way with product selection assistance and design review.
-
- All of our Exterior Insulation and Finish Systems offer competitive limited warranties with labor and material coverage for defective materials. All drainage systems are warranted for drainage of incidental water for the full warranty term.
-
- Not all standard warranties fit custom projects. If you're looking to design an extended warranty for your project, please contact a Master Wall Inc.[®] Sales Representative or Technical Services.

Master Wall Inc.[®] offers both labor and labor/material-type warranties depending upon product and system selection. Please reference the sample warranties for the selected system or contact us for a sample copy.