

## About Us

### History

Master Wall Inc. began business in 1987 with the goal of manufacturing the best quality products available in the marketplace, crafted by people who care about the industry. The early years were marked by success in residential and commercial construction, serving primarily the southeastern United States.

Product acceptance and recognition grew through the early years. Applicators appreciated the smooth workability for better-looking jobs while Architects trust the common-sense approach to design assistance. The increased growth helped Master Wall expand to national distribution and recognition in the mid 1990's. Today, after starting with a handful of distributors, our network covers the entire United States.

Manufacturing expanded rapidly to meet product demand. Starting from a relatively small 5,000 square foot facility, new personnel and equipment were added to improve production and efficiency in our Lithonia, Georgia manufacturing plant. To date, our Lithonia plant and Columbus, Georgia corporate facilities occupy over 50,000 square feet. A new manufacturing facility was opened in Payson, Utah in 2006.

Care and experience is key to a quality product. The President of Master Wall has over 25 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 75 years experience in the EIFS industry. This team consists of all business facets associated with our trade: Sales, sales management, technical field services, architectural support services, national account services, product development and financial management.

### Mission Statement

- To **Manufacture** the highest quality EIFS, stucco and related products (coatings, adhesives, etc.) available in the market.
- To be the service leader of our industry in the region and areas that we market our products.
- To be respected in our industry because of honesty and integrity within our ranks.
- To encourage our employees to set the highest standards possible for their careers and their personal lives by supporting them through education, training and sharing any God given wisdom we may obtain. To compensate all employees in such a way that they can support themselves and their families in a comfortable manner.
- To seek God's guidance in all decisions, and to give Him glory for any results.



PUT YOUR BEST FACE FORWARD  
WITH AN UNMATCHED LINE OF PRODUCTS AND APPLICATIONS



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Technical Service: 800-760-2861

**masterwall.com**

**Master Wall Inc.**  
Building a Culture of Excellence

SPECIALTIES

## FOCUSED

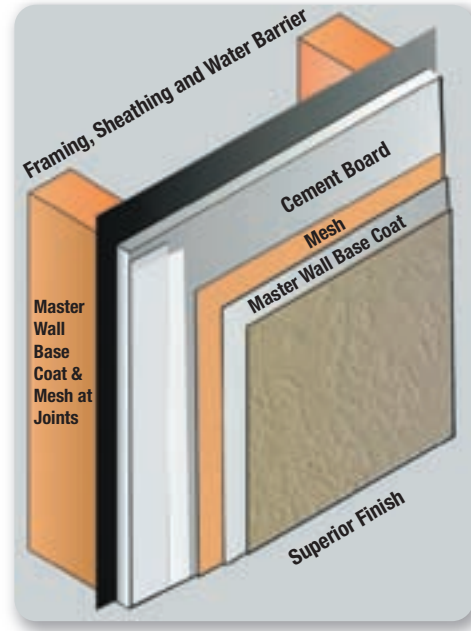
On Quality Exterior Systems All Around the Nation.



Building a Culture of Excellence



## Specialty Systems



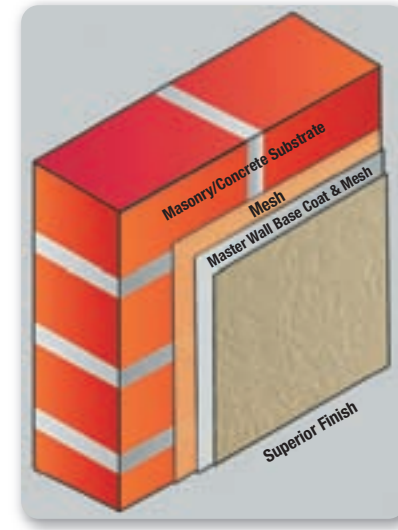
### Stucco Cement Board Coatings

Stucco Cement Board Coatings are applied over a high strength water-managed ASTM C-1325 or C-1186 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 climates.
- Directly to structurally controlled framing in southern climates (below 4000 Heating Degree Days) or unconditioned northern climates.

Cement board joints are reinforced twice. First with a layer of base coat and mesh at the joints, then with a full layer of leveling mesh and base coat. Superior Finishes complete the job.



### Uninsulated Finishes

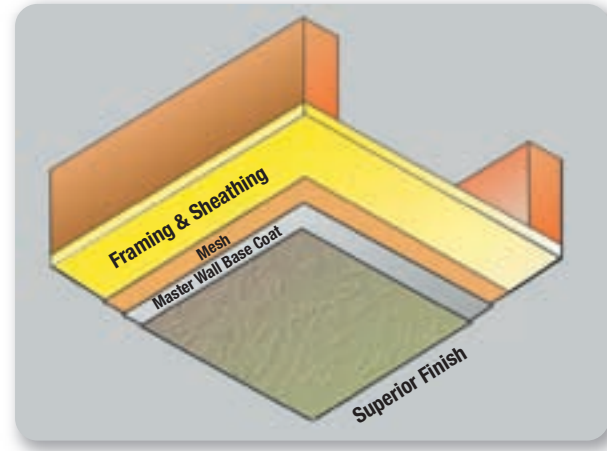
Master Wall products can improve the looks of any unpainted brick, concrete or masonry wall. Base coat, an optional mesh and Superior Finishes are economical and easy to apply.

The installation is as simple as it sounds. The designer specifies a base coat, either F&M or F&M Plus. The applicator may choose to use a Standard Mesh to help with leveling (but it's not required). Finally, a Superior Finish is applied to complete the job.

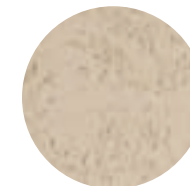
### Soffit System

The Master Wall 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.

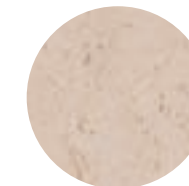
Designers may choose from a variety of suitable substrates designed for exterior use. The applicator applies trim pieces where indicated on the drawings followed by Master Wall base coat, Standard Mesh and Superior Finish.



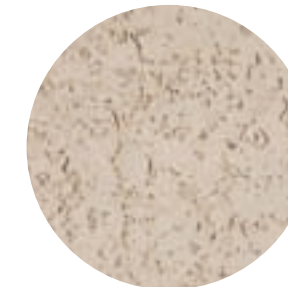
## Colors, Textures & More



Perfect West



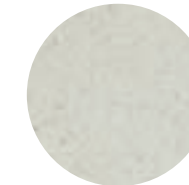
Refinish



Perfect



Desert Sand



Spray

### Custom finishes —

in any color you want. Master Wall offers 64 standard colors and a fan deck with over 600 colors. We also custom color match to paint manufacturer colors or any color you send for matching.



### Elastomeric Finishes

Need more flexibility in your finish? Master Wall's Superior Elastomeric Plus finish is designed to bridge minor hairline cracks in stucco. The highly flexible elastomeric polymers bend easily in all temperature extremes while maintaining a crisp finish texture.

Superior Elastomeric Plus is available in all colors and textures.



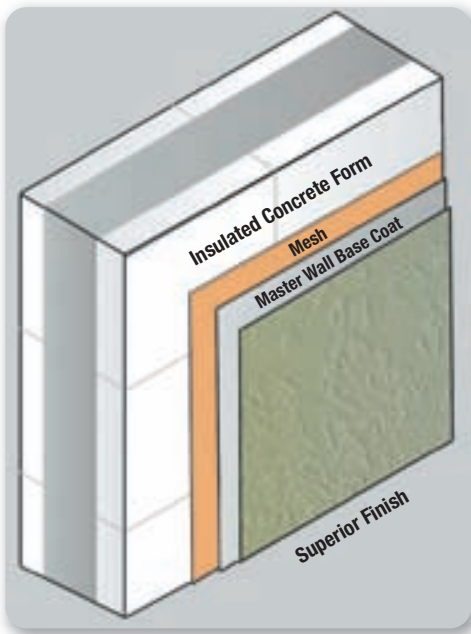
Excel Additive

### Finish Enhancements

Master Wall can also custom mix performance enhancements in our finishes. Excel improves the mildew resistance of our finishes with a specialized booster. It's especially useful for shady areas or locations that don't receive much sunlight. Silicone additive gives extra water resistance and helps to keep buildings cleaner.



Silicone Additive



### Insulated Concrete Form Coatings

Insulated Concrete Forms (ICF) are constructed with insulation boards on the inside and outside. Nothing could be easier than coating the insulation board with Master Wall.

As a siding option, the installation of Master Wall coatings over ICF's is an easy choice. Trim pieces and aesthetic shapes are easily formed using Aggreflex Insulation Board.

