

## 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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FAX 770-482-9617



**Utah Manufacturing**  
810 West Utah Avenue #1  
Payson, UT 84651  
888-492-0023  
FAX 801-465-1129

**Sales Office**  
72-1/2 West Main Street  
Suite #2  
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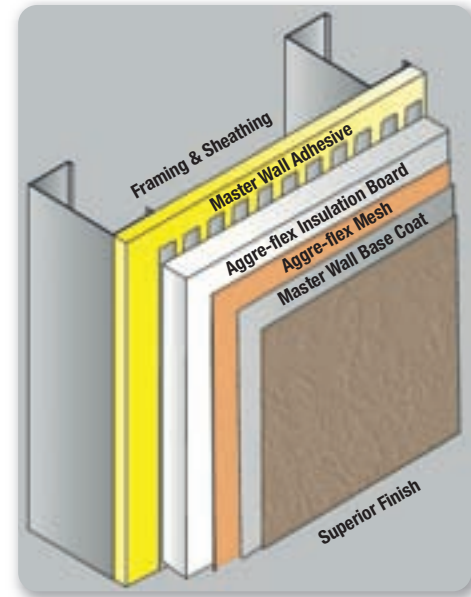
**masterwall.com**

## Exterior Insulation & Finish Systems

### What is EIFS?

Exterior Insulation and Finish Systems or EIFS are a built-up wall cladding system that is used on both commercial buildings and homes. Composed largely of thermal insulation board, they provide excellent energy efficiency and the capability to easily form decorative shapes and innovative building designs.

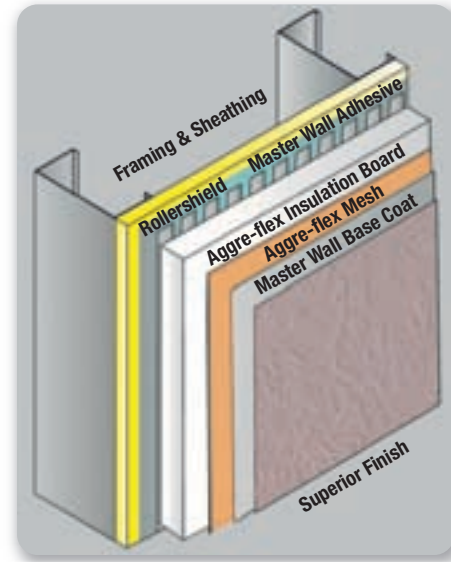
Locating your thermal insulation to the outside of the wall helps keep interior wall temperatures more consistent and reduces thermal transfer at framing members. Master Wall offers commercial barrier wall EIFS as well as a number of drainage options.



### Aggre-flex System

Master Wall's Aggre-flex System is the most common commercial cladding in the country. It has the visual appeal that architects look for without the weight or expense of traditional materials. The Aggre-flex system is highly adaptable to new and retrofit construction and can be designed to suit a variety of architectural styles from classic to contemporary.

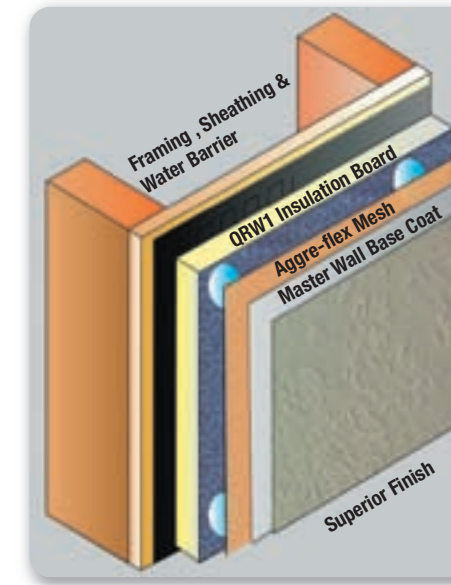
The Aggre-flex System offers several attachment options from Master Wall adhesives to mechanical attachment. Let Master Wall help your next building be a success.



### Rollershield Drainage

Aggre-flex Rollershield Drainage EIFS is a high performance commercial Exterior Insulation and Finish System with a roll-applied air and water barrier. Seams are treated with reinforcing mesh and Rollershield. Rollershield is a fluid applied, weather-resistant barrier that may be roll or spray applied. Rollershield may also be flashed into window and door openings for continuous water protection.

An adhesively-applied Aggre-flex System with vertical channeled adhesive allows for drainage of any incidental water entering the system.



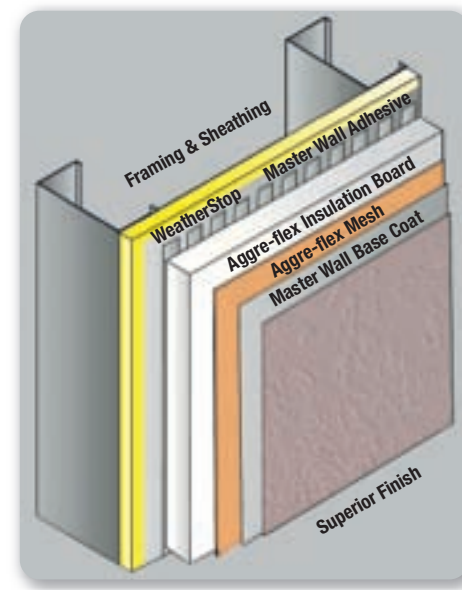
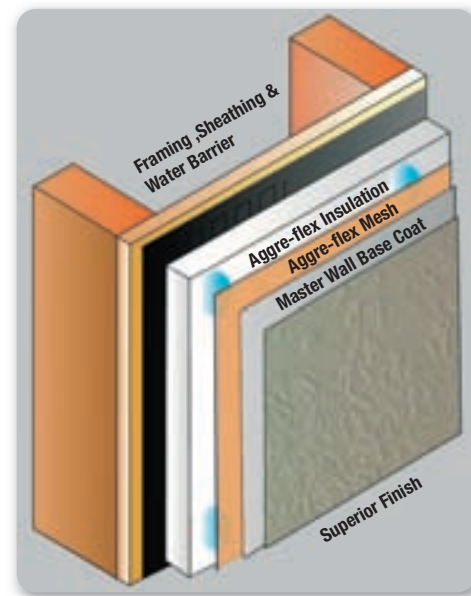
### QRW1 Drainage System

Master Wall's QRW1 System is a durable drainage system made for residential construction. The QRW1's large insulation boards install easily and quickly. When finished with Master Wall base, mesh and finish, the results are spectacular!

### Aggre-flex Drainage System

Aggre-flex Drainage is our high performance residential and commercial cladding. Applied over a code-recognized water barrier, it uses either our wavy or flat insulation board to drain away incidental water entering the wall cavity. The Aggre-flex Drainage System combines the flexibility of the Aggre-flex System with the added assurance of a secondary water barrier.

The Aggre-flex Insulation board is mechanically attached to approved substrates using an insulation board of approximately R-4 per inch to reduce thermal transmission through the stud and wall cavity. The insulation board can be routed, grooved or banded for dynamic aesthetic effects.



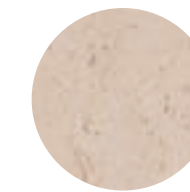
### Aggre-flex Commercial Drainage

Aggre-flex Commercial Drainage is a high performance Exterior Insulation and Finish System with a trowel-applied air and water barrier. This system uses peel and stick type flashings at window and door openings and vertical channeled adhesive application of the Aggre-flex System to drain any incidental water entering the system.

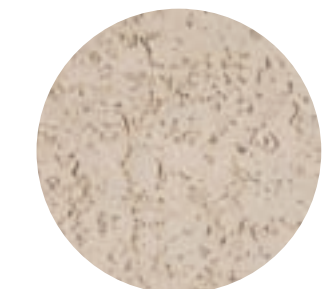
## Colors, Textures & More



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 select for matching.

