



# BUYERS GUIDE 2024

## A COMPREHENSIVE GUIDE TO RHINO SHIELD:

- Introduction to Rhino Shield
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- Does Rhino Shield Work?
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**RHINOSHIELD.COM**





# INTRODUCTION TO RHINO SHIELD



Your home is one of your most significant investments and protecting it with either new paint or a new coating system is of utmost importance. But homeowners often ask, **“How much does it cost,”** and **“What can I expect from my painting installation?”**

Our Rhino Shield Dealers talk with tens of thousands of homeowners each year and they ask a lot of the very same questions. This guide will answer those burning questions you have about Rhino Shield!

Additionally, we’ll transparently cover topics that will help you avoid many common mistakes that homeowners have made over the years. The repetitive cost and inconvenience of repainting, coupled with making sure you are working with the right painting contractors can lead homeowners to spend thousands of dollars on a single project. We understand that you want the best for your home. So, even if Rhino Shield is not right for you, the information in this Buyer’s Guide and this [Video](#) will help you make an informed decision about coating options for your home.



# COST

While Rhino Shield offers impressive durability, it comes at a higher cost than traditional paint jobs. On average, you can expect to pay two or two and a half times the cost of a traditional paint job.

On average, for a typical, three-bedroom home, a Rhino Shield coatings system installation can range from \$13,000 - \$18,000, or about \$6.50 to \$9.00 per square foot.

Compare this to a typical \$5,000 - \$9,000 latex paint job.

There are a lot of variables that go into the cost of painting or coating your home. The cost variation depends on factors, such as...

- **Condition of the home's exterior**
- **Labor costs**
- **Project features (multiple colors, extensive trim work, multi-story)**
- **Size and makeup of your home**
- **Geographic location (inner city or rural, less populated area)**
- **Extent of repair work needed before installation.**



One of the key reasons for Rhino Shield's price tag is its longevity. Most water-based paints last between 5-7 years. Some higher-quality options might stretch to 7-10 years. With any paint, factors like climate and proper preparation and installation play a role.

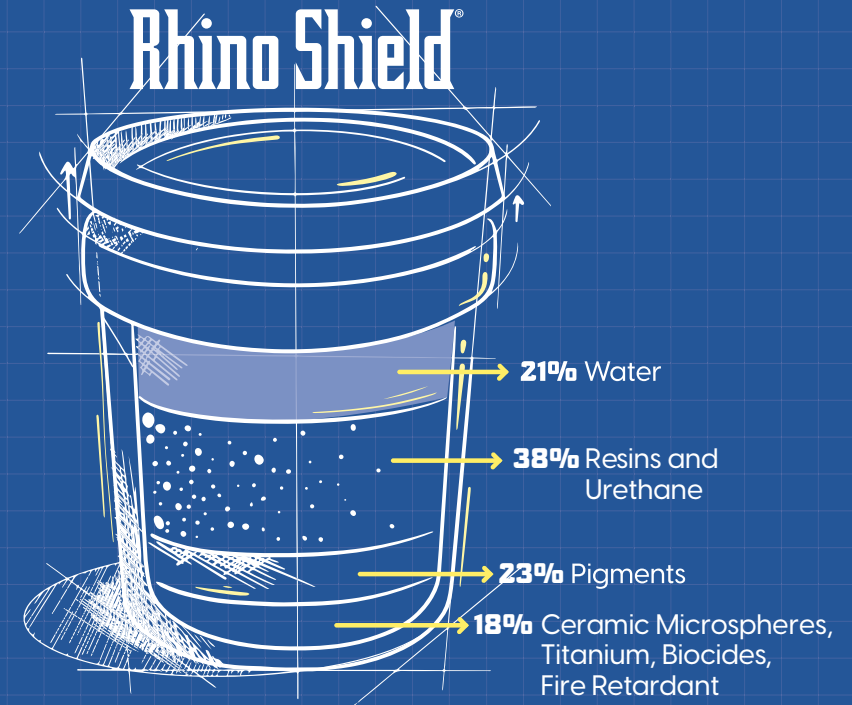
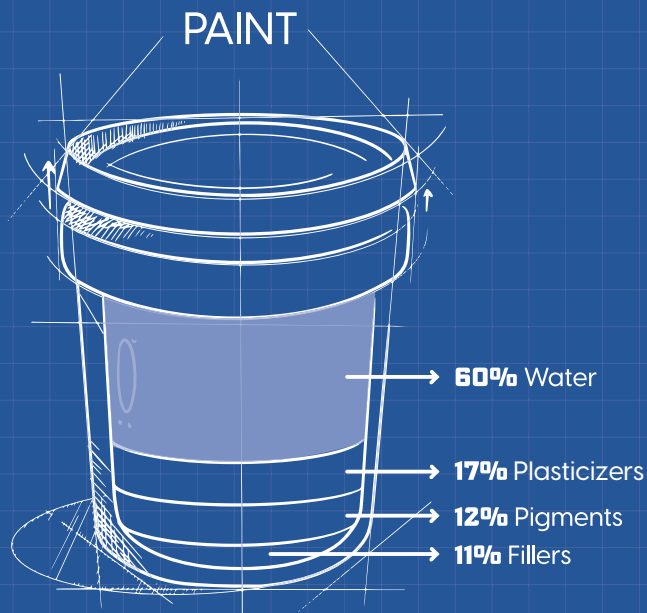
**Rhino Shield surpasses these lifespans significantly.  
We offer a 25-year transferable, non-prorated warranty.**

# TECHNOLOGY

Rhino Shield is composed of 79% solids, including ceramic microspheres, manufactured by the 3M Corporation. These microspheres contribute to the product's exceptional solar reflectivity, durability, and insulating properties.

## OTHER SOLIDS INCLUDE:

- Self-Cross-Linking Elastomeric Core Resin
- Urethanes
- Pigments
- Automotive Grade Titanium Dioxide (TiO<sub>2</sub>)
- Zinc Oxide
- Biocides: (Algaecide, mildewcide, and fungicide)



Rhino Shield is exceptionally thicker (8-10 times more) than latex paints. This helps protect the substrate against abrasion and aids in soundproofing your home. While the coating is thick, it doesn't hinder the look and feel of your home's surface material. Wood and metal alike will retain their aesthetic and texture.

We're also continually improving our technology. In late 2021, we introduced a new core, self-cross-linking resin, thoroughly tested in-house and by third-party labs before being rolled out to dealers for final field testing. This commitment to innovation helps Rhino Shield remain at the forefront of protective coatings.

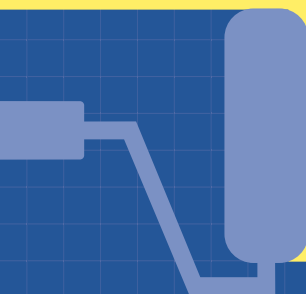




# COLOR

Rhino Shield ceramic coating can be tinted to virtually any color using high-grade paint tints. Homeowners have the same freedom to choose any colors they desire when opting for Rhino Shield, allowing for a personalized and aesthetically pleasing finish. Using a Spectrophotometer, we can also create custom color options for a truly unique look for your home's exterior.

# INSTALLATION



**The installation of Rhino Shield involves several crucial steps to ensure the longevity and quality of the coating.**

## **THOROUGH INSPECTION:**

The installation process begins with a comprehensive examination of your property. This includes gathering critical information about the type of substrate, any previous issues, water damage, and identifying cracks that require attention. The team also assesses the need for board replacements in wood, fixes warped vinyl siding, and gauges the moisture levels in the environment. This thorough inspection is the foundation for a successful installation, aimed at avoiding any complications during or after the process.

## **POWER WASHING & PREPARATION:**

Before applying Rhino Shield, the home is pressure washed to remove dirt, debris, and any loose paint. If any repairs are to be made, like replacing siding, it will be done in this process. This includes sanding, scraping, or prior paint removal.

## **CAULKING & SEALING:**

Rhino Shield Dealers will use a high-grade Elastomeric caulk to seal your window edges, cracks, and seams, creating a water-resistant barrier to protect your home.

## **MASKING OFF:**

All areas that shouldn't be coated are masked off, covered, or temporarily removed (such as lighting fixtures, mailboxes, drainpipes, utility boxes, etc.) Special attention is given to your plants, lawns, decks, windows, and other areas prone to overspray.

## **PRIMER APPLICATION:**

Rhino Shield offers a range of primers tailored to different surfaces. Our APS primer is unique in that it bonds with the substrate, which provides exceptional adhesion. Rhino Shield's adhesion as tested by an independent third-party lab.

## **TOPCOAT APPLICATION:**

The topcoat, which is around 16-18 mils thick, is applied evenly. It dries to approximately 8-10 mils, providing a durable protective layer.

## **TOUCH-UPS:**

Careful attention is paid to avoid over-spraying or under-spraying paint in certain areas, and any errors are corrected during this stage.

## **CLEAN UP:**

After the coating is applied, masking tape is removed, and any debris is cleaned up to leave your property looking pristine.

## **FINAL INSPECTION:**

A final inspection is conducted with the homeowner to ensure satisfaction and approval.



# WARRANTY

Rhino Shield installation is covered by both a manufacturer warranty and a labor warranty.

## MANUFACTURER WARRANTY

This 25-year, non-prorated warranty protects against cracking, chipping, and peeling. The best part is that the warranty is easily transferable if you sell your home, providing you with an added value as a seller.

## LABOR WARRANTY

Each Rhino Shield Dealer provides their own labor warranty for your project. Depending on the Dealer, location, and scope of work, Rhino Shield projects are typically protected with labor warranty that can range from 1-5 years. This will vary by Dealer.

# DOES RHINO SHIELD WORK?

**YES! WE'VE BEEN INSTALLING RHINO SHIELD SUCCESSFULLY ON HOMES FOR OVER TWO DECADES. SEE WHAT SOME OF OUR SATISFIED CUSTOMERS ARE SAYING.**

“

Our home is the biggest investment that we'll ever make, and you want to protect your investment.

I like the permanency of it. The product itself holds up as they say it does.

– Art Carinci (Installed 2004)

“

We did Rhino Shield 14 years ago, and the house still looks the same as the first day. We've had neighbors come by and say, "Did you just have your house painted?" and I say "No, it's Rhino Shield."

– Terri L. (Installed 2008)

“

We've watched a lot of people get their house painted 3 or 4 times, and we haven't had to do any of that. We've had some really warm summers and some really cold winters and nothing has phased it.

– Rick Krahrl (Installed 2004)

**CLICK HERE TO SEE WHAT OUR CUSTOMERS HAVE TO SAY**





## GET A NO-OBLIGATION QUOTE

Click the link below to contact us, request a free quote, and find the nearest Rhino Shield dealership near you.

**CONTACT US TODAY**



**RHINOSHIELD.COM**