



# BUYERS GUIDE 2024

## A COMPREHENSIVE GUIDE TO RHINO SHIELD®:

- Introduction to Rhino Shield®
- Is Rhino Shield® Right for You?
- Technology
- Does Rhino Shield® Work?
- Color
- Installation
- Warranty
- Cost

**RHINOSHIELDSCA.COM**

# INTRODUCTION TO RHINO SHIELD®



American-made.  
Veteran-owned.



Scrape, sand, paint—repeat. Sound familiar?  
Traditional home painting traps you in a relentless cycle of stress, upkeep, and frustration.

But what if you could break free?

Think about it. Traditional paint certainly appears cheaper on the surface, but the costs sneak up on you, especially in SoCal. With the intense sun, coastal humidity, and temperature shifts, paint tends to crack, peel, and fade more quickly. That's not just money; it's weekends and worries spent on what should be simple: **keeping your home looking great while protecting what matters most.**

Enter Rhino Shield®, embraced by tens of thousands of homeowners around the US and changing the way an entire industry now sees home resurfacing.

With one application, you sidestep the whole painting treadmill. Our product isn't just paint—it's a high-tech armor. It withstands weather, resists fading, and keeps your home looking sharp, year after year.

Unsure? We get it. There are many products on the market out there and you don't want to make a mistake. That's exactly why we've made this guide—to eliminate your doubts and worries.

In the following pages, we're going to answer the following questions:

1. Who is Rhino Shield® for and who is it NOT for?
2. What does the world (homeowners just like you) say about the product?
3. What is the actual science behind the technology?
4. What is the Installation Process & Timeline?
5. How does the 25-Year Warranty work?
6. How much does Rhino Shield® cost compared to traditional paint?

Ultimately, this isn't just an investment in paint—it's an investment in your home's future. If you place a high value on your time and peace of mind, then Rhino Shield® is very likely the choice for you.

But again, that's the purpose of the information in this guide—to educate, inform, and bring clarity.

And when you're done, it's our hope you'll join thousands of others in saying goodbye to the paint cycle—and hello to a better, easier, longer-lasting way—welcoming the future of home exterior care.



# IS RHINO SHIELD® RIGHT FOR YOU?



**If you're like most Southern California homeowners we work with, you know that every decision you make about your home is crucial.**

We want to ensure you don't regret your choices, so let's clearly define whether Rhino Shield® is, or is not, the right choice for you. You deserve honest, unbiased information. If you're considering the value of Rhino Shield®, use this small guide to help you decide:

## **Rhino Shield® is likely a great fit if:**

- You're frustrated by the constant need to repaint.
- You prefer to invest more now to save on time, energy, and money in the future.
- Your current home is your forever home, and you want a long-lasting solution.
- You aim to enhance your home's market value with a 25-year transferable warranty.

## **Rhino Shield® might not be the best fit if:**

- You prefer to paint your home yourself rather than having a professional handle it.
- You're not planning to stay in your home long-term and don't see the value in using Rhino Shield® as a selling point.
- Your home needs more extensive work than just a new coat of paint, such as new siding, which could exceed your budget.

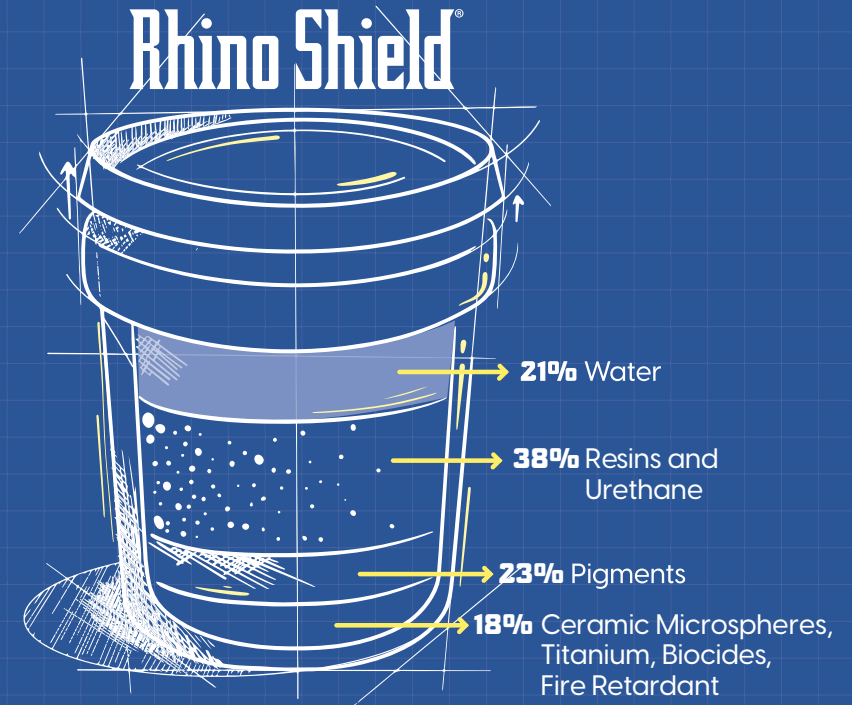
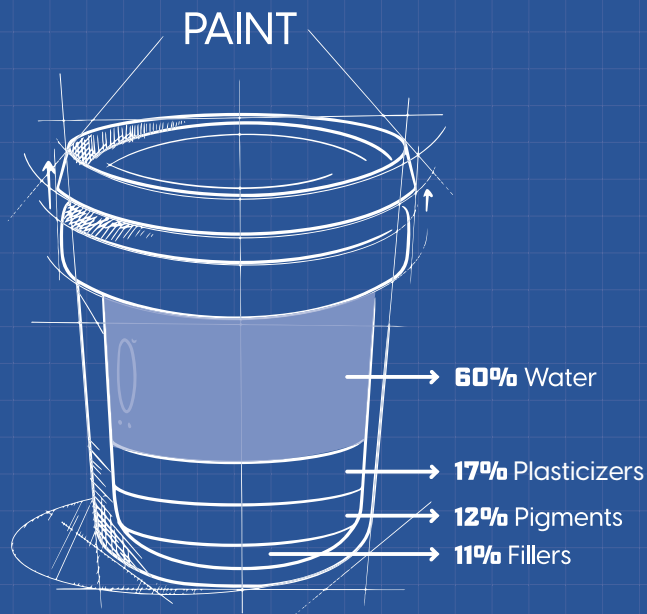
**Still not sure? No problem.** Our dealers have been trained to be "customer-first" when they are assessing someone's situation. If a permanent solution like Rhino Shield® is not the best option, our commitment is to let you know. After all, it's your home and your decision, and that's what you deserve.

# 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.

# 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®."

– Terrie 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 KrahI (Installed 2004)

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

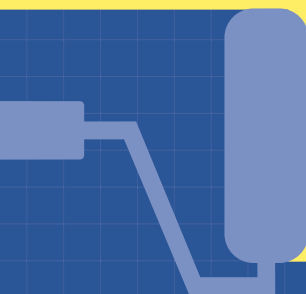




# COLOR

Rhino Shield® ceramic coating can be tinted to virtually any color using high-grade paint tints. California 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® adhesion is 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's Product Warranty and a labor warranty.

## MANUFACTURER'S PRODUCT WARRANTY

This 25-year, non-prorated product replacement 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.



# COST

Rhino Shield® is a smart investment for Southern California homeowners, offering long-term savings despite a higher upfront cost compared to traditional paint. For a three-bedroom home, Rhino Shield ranges from \$19,000 to \$27,000 (\$6.50 to \$9.00 per square foot), while a traditional paint job costs \$9,000 to \$18,000 but needs repainting every five years, especially under the intense California sun.

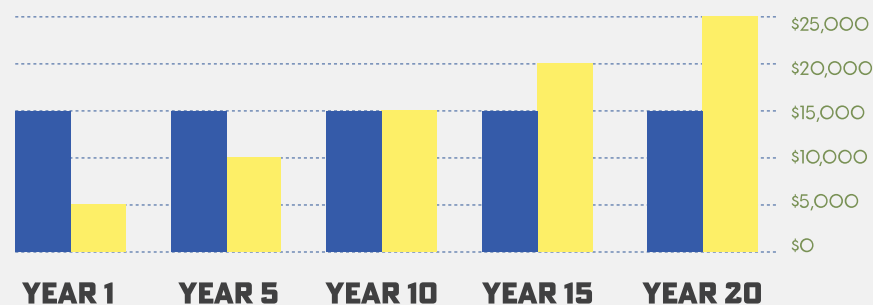
Over 25 years, repainting could cost \$45,000 to \$90,000, whereas a single Rhino Shield application protects your home for decades, saving you time and money in the long run.

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.**

\*\*Historic or older wood homes with extensive siding preparation such as chemical stripping or a complete sanding preparation could expect pricing to be 50% or more than the example.

## CUMULATIVE COST OF RHINO SHIELD® vs REGULAR PAINT



One of the key reasons for the Rhino Shield® price tag is its longevity. Most water-based paints last between 5-7 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.**



## 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**



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