

CERAM-A-STAR® 1050



THE INDUSTRY'S BEST AND
STRONGEST SILICONE-MODIFIED
POLYESTER COIL COATING SYSTEM.

THE CHALLENGE

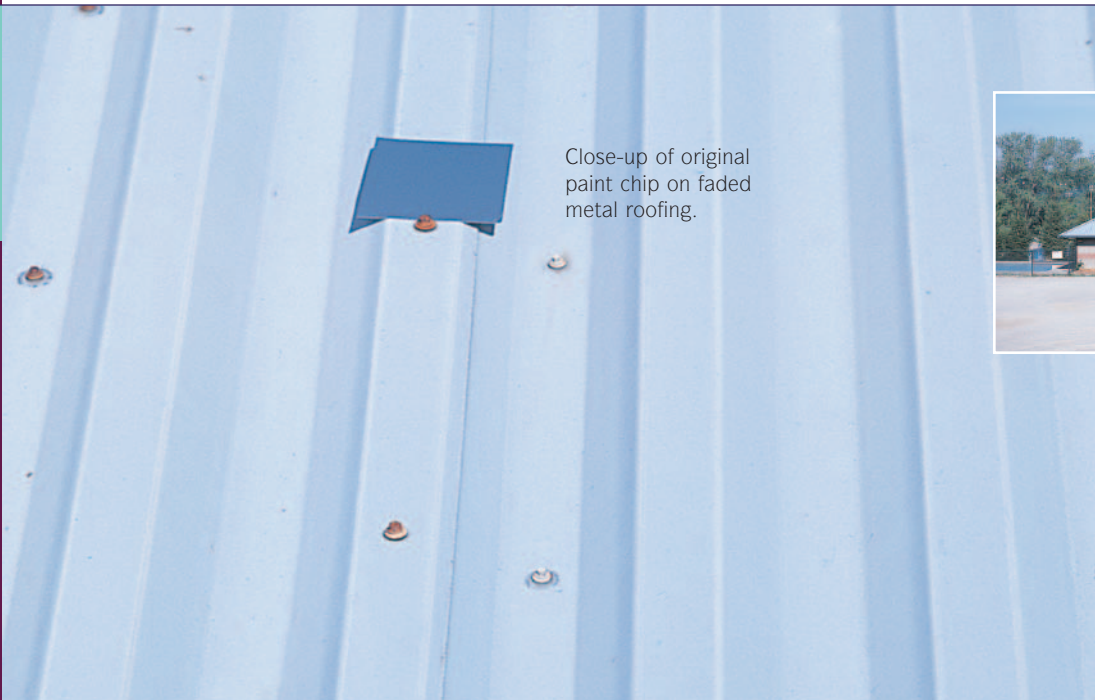
Achieving outstanding long-term performance in metal building components is a big challenge for coatings. Maintaining their color and integrity over decades of harsh weather conditions and natural degradation is a tough task.

While the industry was satisfied with the performance of silicone-modified polyesters, Akzo Nobel was not. So we went to work.

We spent more than 10 years in the laboratory and in the field researching, developing and testing the next generation of silicone-modified polyester (SMP). It didn't happen overnight, but it did happen.

And it was well worth the wait.

FACING THE CHALLENGE



Close-up of original paint chip on faded metal roofing.



Competitive SMP coating on building after ten years in Ohio weather.

THE NEW STANDARD

Akzo Nobel Coatings is pleased to introduce CERAM-A-STAR® 1050, the new standard in performance for SMP systems. CERAM-A-STAR 1050 is a silicone-protected polyester coil coating system designed exclusively for the metal construction industry.

Built on the proven strength of CERAM-A-STAR® 950, Akzo Nobel's CERAM-A-STAR 1050 is the industry's best and strongest SMP coil coating system, offering superior color stability, chalk resistance, fade resistance and gloss retention.

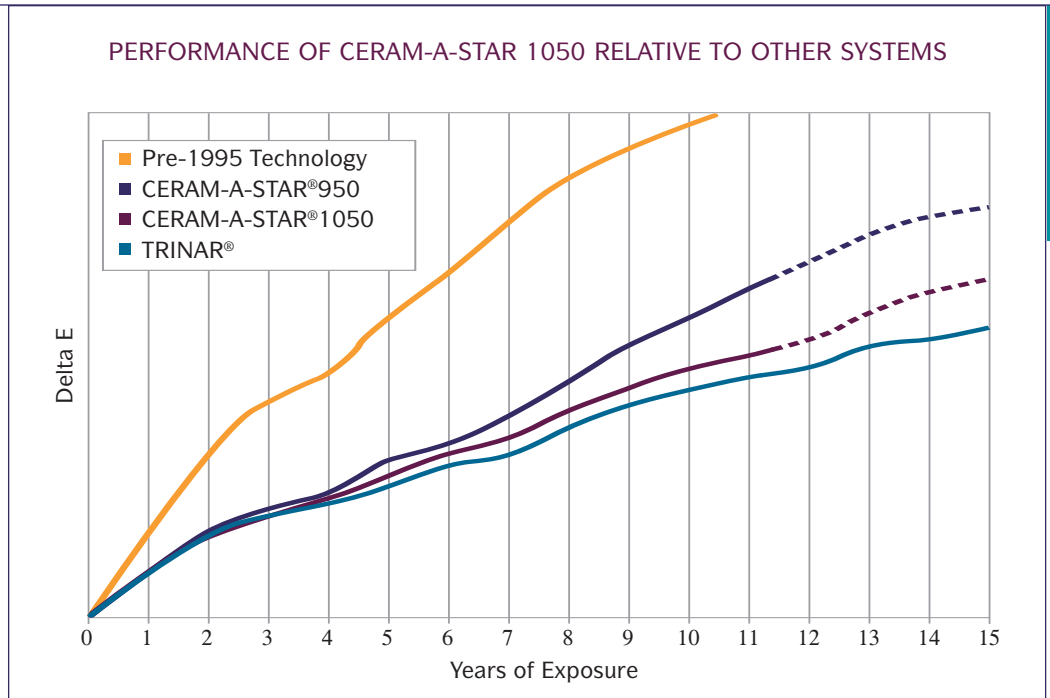
How did we do it? Two words: unique chemistry.



Coatings tested in real-life conditions in a comprehensive weathering program in South Florida.

SETTING A NEW STANDARD IN PERFORMANCE

Proven in 45° South Florida exposure, CERAM-A-STAR 1050 delivers a much-improved level of color retention.





UNIQUE CHEMISTRY

CERAM-A-STAR 1050's proprietary new resin formulation provides the backbone for this revolutionary SMP system. It's combined with ceramic and inorganic pigments and other enhancements to our award-winning CERAM-A-STAR 950 system to create the most resistant SMP finish available.

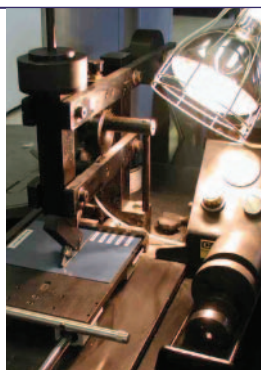
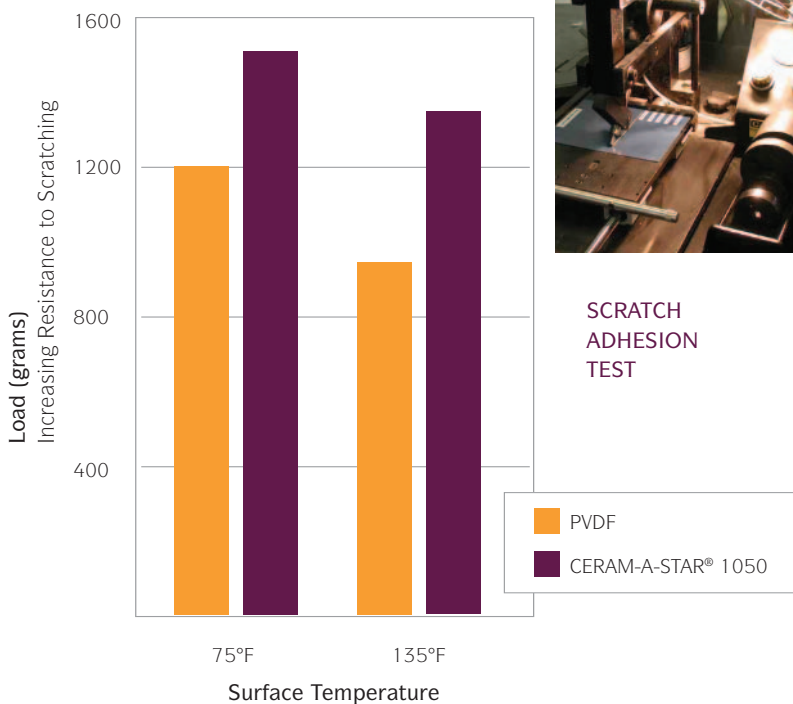
The two-coat system, using our OPTIMA high-performance primer, provides exceptional durability and offers superior resistance to moisture and UV, as well as excellent flexibility and abrasion resistance. And, the unique and highly-durable topcoat provides the best color stability and gloss retention of any SMP product.

In fact, the color stability of CERAM-A-STAR 1050 rivals that of Kynar® 500 and Hylar® 5000 coatings, while offering excellent resistance to dirt pickup and atmospheric stain. Its scratch-and abrasion-resistance are big bonuses during transit, handling and installation as well – particularly in hot weather. These qualities in particular make CERAM-A-STAR 1050 an excellent alternative to PVDF coatings in certain applications where hot hardness and handling issues are a concern.

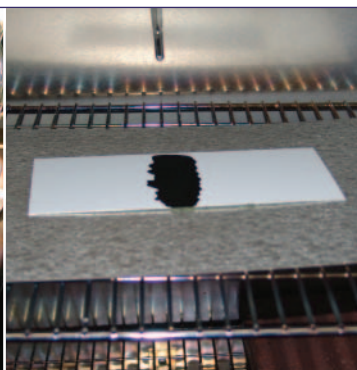
CERAM-A-STAR 1050 comes in a wide range of colors, including our solar-reflective COOL CHEMISTRY® SERIES. All remain stable and true well beyond what you've come to expect from an SMP.

10 YEARS IN THE MAKING

SCRATCH ADHESION TEST RESULTS

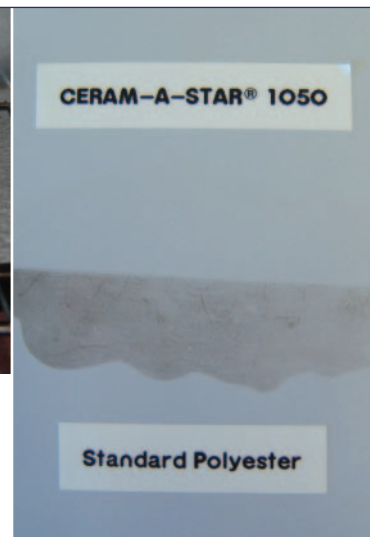


SCRATCH ADHESION TEST



RESISTANCE TO DIRT AND STAIN TESTING

A 10% carbon black pigment dispersion is applied to CERAM-A-STAR 1050 panel and polyester coating. Panel is then placed in oven at 150° for 60 minutes.



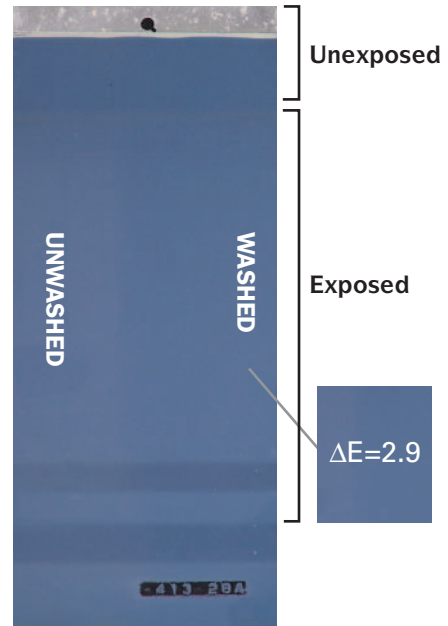
After cooling, panel is rubbed and rinsed under cool water. CERAM-A-STAR 1050 shows better resistance to atmosphere stain.

TESTED TOUGH

We don't believe in shortcuts. That's why we spent 10 years testing CERAM-A-STAR 1050 in the laboratory and on the outdoor test fence to ensure its quality and durability before bringing it to the market. You just can't get real-world results without real-world testing.

In a decade of outdoor tests at our South Florida weathering farm, CERAM-A-STAR 1050 showed its mettle. Our proprietary new silicone polyester resin formulation withstood the harsh conditions and sweltering sun.

That's why we know it will stand the test of time in the buildings you build.



CERAM-A-STAR 1050 panel exposed for 11 years in South Florida shows color fade less than 3 Hunter units

STANDING THE TEST OF TIME



REAL-WORLD TESTING

Real-world testing in South Florida at 45°. One year of testing is equivalent to two years on a roof and three years on a wall north of Jacksonville, Florida.



REAL-WORLD STAIN TESTING

Both parts of this building started out the same white color. Akzo Nobel's original white is on the left; stained competitor's white is on the right.



CHALK RESISTANCE

CERAM-A-STAR 1050 is proven to be the best chalk resistant technology.

THE PRODUCT OF CHOICE

CERAM-A-STAR 1050 performs better. Period. That's why it's the product of choice for many commercial, residential and pre-engineered metal building components. If you're looking for durability, color stability, chalk resistance, gloss retention and scratch resistance in your metal building materials, it should be your choice, too.

We're so sure CERAM-A-STAR 1050 is the best coil coating system in the business that we've given it the best SMP warranty in the business as well.

That means you'll have plenty of time to see what we mean when we say CERAM-A-STAR 1050 is the brightest star in the SMP galaxy.

CERAM-A-STAR® 1050 PERFORMS BETTER, PERIOD.



ABOUT AKZO NOBEL

Akzo Nobel Coatings Inc. is part of the Coatings Division of Akzo Nobel NV, a Global Fortune 500 company and one of the world's leading diversified chemical companies. Based in the Netherlands, the Company employs more than 60,000 people worldwide, has operating subsidiaries in more than 80 countries and offers a wide and diverse product portfolio in the fields of chemicals and coatings.

Akzo Nobel's Coatings Division is the largest coatings manufacturer in the world and one of North America's leading manufacturers of industrial finishes. Headquartered in Columbus, Ohio, the division manufactures and markets coil and extrusion coatings in North and South America and Asia.

Akzo Nobel Coatings is the market leader in the development and supply of coil coating, the most effective method in use to ensure the consistent, high-quality protection and decoration of metal substrates.



COOL CHEMISTRY® Series

Improvements in Total Solar Reflectance may be realized by using Akzo Nobel's COOL CHEMISTRY® Series ceramic infrared reflective pigments. These special pigments are designed to reflect infrared energy while still absorbing visible light energy, thus appearing as the same color yet staying much cooler. When COOL CHEMISTRY® Series paints are used on metal roofing, the result is a sustainable building material that can lower air conditioning costs, reduce peak energy demand, and help to mitigate urban heat island effects.

TRINAR® Coatings (also offered in COOL CHEMISTRY® Series)

Akzo Nobel's TRINAR® finishes are made with unique polyvinylidene fluoride resin, where a minimum of 70% of the resin is Kynar® 500 or Hylar 5000® PVDF. This unique chemistry is combined with our own proprietary acrylic resin, as well as ceramic and select inorganic pigmentation. The result is TRINAR's proven ability to resist ultraviolet radiation in sunlight for maximum protection against general weathering effects, chalking and fading.

CERAM-A-STAR® 950 Coatings (also offered in COOL CHEMISTRY™ Series)

This coating system establishes a new level of high performance for silicone protected polyester coatings utilized by the metal construction industry. CERAM-A-STAR® 950 colors are created from field-proven combinations of proprietary copolymer resin technology and long-lasting, colorfast ceramic and select inorganic pigments. The result is a long-lasting finish that resists degradation from ultraviolet radiation in sunlight.

POLYDURE® 1000 Coatings

POLYDURE® 1000 coatings are high-quality polyester finishes usually used in whites as a complement to CERAM-A-STAR 950 and CERAM-A-STAR 1050 finishes. POLYDURE 1000 coatings feature a tough, hard film with good flexibility, and good chalk and fade resistance, as well as exceptional resistance to dirt pick-up. They blend proprietary Akzo Nobel polyesters with time and exposure proven pigments to achieve enhanced durability and performance.

REL-SHIELD® IV Coatings

Akzo Nobel's REL-SHIELD® IV PVC (Plastisol) coating system provides thick film protection (4-10 mils) on metal building components and siding. It is extremely flexible and offers excellent resistance to most chemicals. Choices of surface appearance include smooth, ripple, and striated.

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For more information about CERAM-A-STAR® 1050 coil applications call
614 294 3361 or visit www.akzonobel-ccna.com

Member of: Cool Roof Rating Council (Charter Member) • Energy Star Partners
• National Coil Coating Association • Construction Specifications Institute •
Metal Building Manufacturers Association (Associate) • Metal Construction
Association • DASMA • American Architectural Manufacturers Association •
Society for Testing and Materials • ASTM International • Aluminum Extruders
Council • National Paint and Coatings Association • Steel Deck Institute •
National Glass Association • American Chemical Society • Federation of
Societies for Coatings Technology • Metal Roofing Alliance



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