AkzoNobel

CERAM-A-STAR® 1050

The industry's strongest, most durable and best performing silicone-modified polyester (SMP) coil coating system



No other SMP coating can compare

Designed exclusively for the coil construction industry, CERAM-A-STAR 1050 is the industry's strongest and best-performing SMP paint system.

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

For gloss retention, resistance to color fade, formulation and durability, there is simply no comparison.





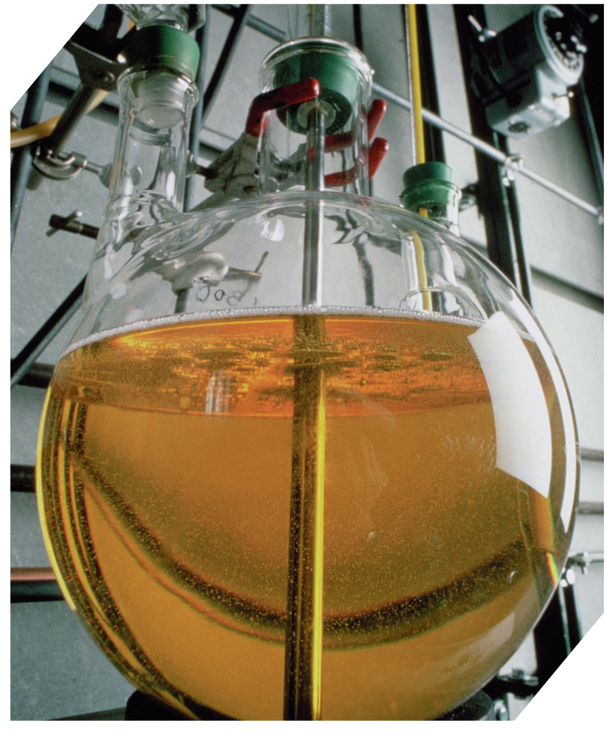
Superior performance through superior formulations

CERAM-A-STAR 1050's proprietary resin formulation provides the backbone for this revolutionary SMP system. It's combined with select ceramic and inorganic pigments to create the most durable, consistent and color stable SMP finish available.

The long-term performance of CERAM-A-STAR 1050 exterior coatings is dictated by resin strength and the correct choice of pigments. Our resin system is formulated and tested to provide outstanding performance in surface appearance, gloss retention and film hardness. CERAM-A-STAR 1050 resins also provide resistance to stain and dirt accumulation to keep buildings cleaner for longer.

Another critical factor in the superior formulation of CERAM-A-STAR 1050 is the quality of the pigments used. Only the best ceramic and inorganic pigments are selected for CERAM-A-STAR 1050 finishes to ensure decades of durability, superior weatherability and resistance to color change.

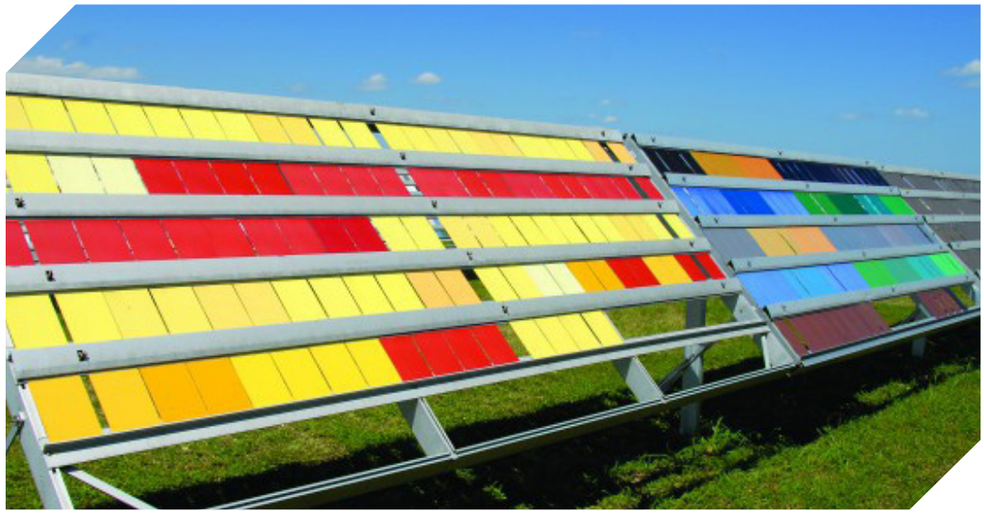




Protecting your brand and reputation since 2005

CERAM-A-STAR 1050 is the result of an extensive and intensive research and development program conducted over several decades.

When we launched CERAM-A-STAR 1050 in 2005, we knew that we had the formulation right. Having established the highest level of quality, we continue to conduct exhaustive tests, both in the laboratory and out in the field, to protect your brand and reputation.



Real world, real time exposure testing

The industry places great value on laboratory testing, and we are no different. Where we are different, however, is the emphasis we place on real world, real time testing, exposing CERAM-A-STAR 1050 to extremes of climatic conditions.

We carry out extensive testing in locations around the world, including at an independently certified test facility in South Florida where we conduct our most punishing tests. Here we subject samples of CERAM-A-STAR 1050 alongside competitor products to extreme levels of sunlight, soaring temperatures, driving rain, high humidity and salt spray – all to demonstrate superior performance.

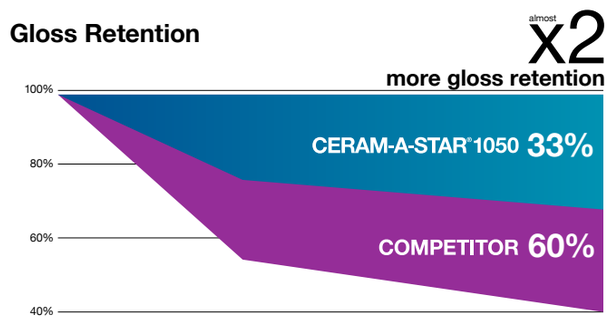
By performing like no other, the level of protection CERAM-A-STAR 1050 offers is unparalleled. It protects not only what it is applied to, but also your brand and reputation. Projects look newer for longer, which increases customer satisfaction and reduces customer complaints and warranty claims.

Keeping your projects looking newer for longer

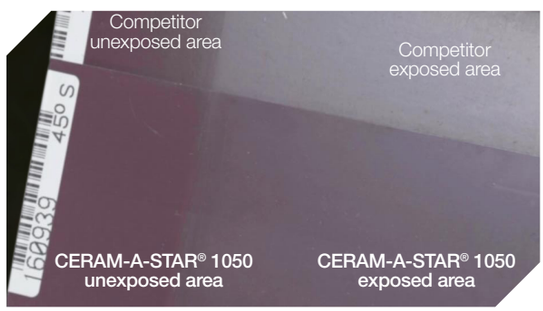
A recent case study clearly illustrates the gap in product performance of CERAM-A-STAR 1050 versus a leading competitor. We tested for gloss retention and color fade of all popular colors over a three year span on the test fence.

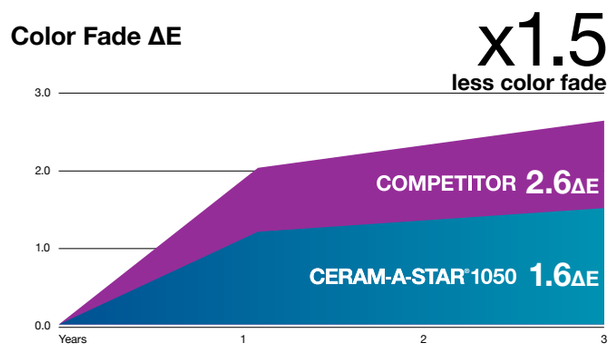
Gloss Retention: The competition lost 60% of their gloss, while **CERAM-A-STAR 1050 retained 2 times more gloss.** This means that projects stay looking newer and cleaner for longer.





Color Fade: CERAM-A-STAR 1050 retained an average ΔE of 1.6. **Competitor panels faded 1.5 times more** than CERAM-A-STAR 1050. This means that projects stay looking the original color for longer.



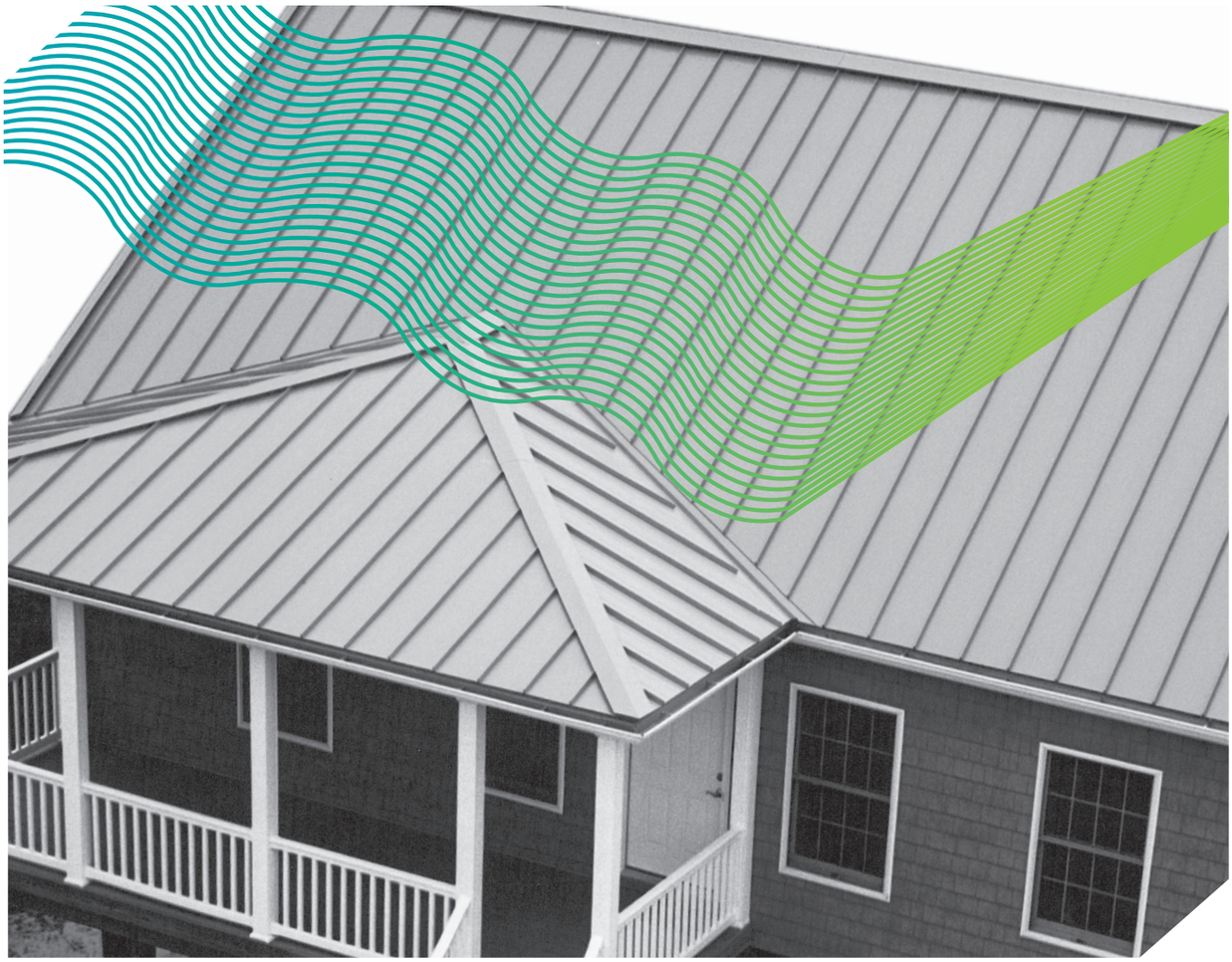


For more information about this case study go to coilcoatings.akzonobel.com/us/node/151
The difference is clear.

Unique chemistry that results in energy savings

CERAM-A-STAR 1050 is also available in our COOL CHEMISTRY® Series, which contain ceramic and inorganic infrared reflective pigments. These special pigments are designed to reflect infrared energy while still absorbing visible light energy, so while they appear as the same color, they stay much cooler. When COOL CHEMISTRY coatings are used, the result is a sustainable building material that can lower air conditioning costs, reduce peak energy demand, and help mitigate urban heat island effects.

COOL CHEMISTRY formulations exhibit solar reflectance and thermal emittance properties in accordance with the most up-to-date building code requirements. They contribute to other green building programs to make projects more sustainable.



Making color complexity a thing of the past

CERAM-A-STAR 1050 Select offers the same market-leading product performance in a standard color palette.



Developed specifically for use with CERAM-A-STAR 1050, the market-leading SMP coating, CERAM-A-STAR 1050 Select ensures the same exceptional product performance and warranty, with the benefit of a standard color palette program.

CERAM-A-STAR 1050 Select offers benefits across the entire supply chain from coil coaters and service centers to distributors, OEMs and regional rollformers.

Benefits:

- Reduced complexity to increase operational efficiencies
- Improved availability resulting in quicker turns on projects

A standard color program, based on the industry's most popular colors, that optimizes your business – just one more proven benefit of choosing the strongest, most durable and best performing SMP coil coating system: CERAM-A-STAR 1050.



CERAM-A-STAR® 1050 TRIED. TESTED. PROVEN.

For more information, please contact:

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We've been pioneering a world of possibilities to bring surfaces to life for well over 200 years. As experts in making coatings, there's a good chance you're only ever a few meters away from one of our products. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than 150 countries and have set our sights on becoming the global industry leader. It's what you'd expect from the most sustainable paints company, which has been inventing the future for more than two centuries.

For more information please
visit www.akzonobel.com

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