

# CERAM-A-STAR® 1050

## Proven to Perform

**The industry's best silicone-modified polyester coil coating system**



There is a big difference between the performance of CERAM-A-STAR 1050 and lesser quality SMP paints - a difference that will become apparent over time.

Since its introduction in 2005, CERAM-A-STAR 1050 has provided color and protection to countless buildings and roofs, proving its exceptional durability and resistance to weathering.

### **Not all paints perform the same**

All paint systems look great when newly applied, but time and natural elements will test their durability and performance. As years pass, some paints will exhibit fading and chalking.

CERAM-A-STAR 1050 is uniquely formulated to resist the damaging effects of time and weather. Smart building owners understand there are differences between paint systems – so they choose CERAM-A-STAR 1050 knowing it will perform and retain its beauty over the long term.

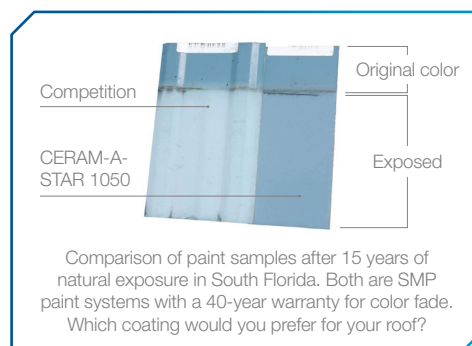
### **We test our coatings in the real world**

Nature is harsh on exterior coatings. Heat, moisture and UV radiation all contribute to fading and chalking.

These environmental conditions are present to the extreme in South Florida. In fact, moisture, heat and UV radiation are so concentrated in this region that one year of exposure in South Florida is equal to two years for most of the

country. This correlation makes South Florida an ideal environment for testing the long-term performance and durability of our paint systems.

CERAM-A-STAR 1050 has endured years of exposure in South Florida. In fact, some samples have been on our test fence for close to 20 years – and they still look great! This correlates to 40 years of performance in typical environments in North America.



Comparison of paint samples after 15 years of natural exposure in South Florida. Both are SMP paint systems with a 40-year warranty for color fade. Which coating would you prefer for your roof?

### **There is no substitute for real world testing**

Accelerated testing involves subjecting paint samples to concentrated UV rays in a controlled chamber. This testing method is often used because it generates results quickly and easily.

However, accelerated test results do not always correspond accurately to performance in the real world. While accelerated test methods can generate some useful data, they cannot be relied upon to prove long-term performance.

Logically, the truest indicator of real world performance is natural exposure. By testing our products in the elements – season after season, year after year – on our test fence in South Florida, we demonstrate their superior durability and resistance to weathering.

# CERAM-A-STAR 1050

## proven performance you can rely on

### **CERAM-A-STAR 1050 is formulated to last**

CERAM-A-STAR 1050 blends proprietary resin systems and the highest quality pigments to produce the finest silicone-modified polyester paint system available. To create a magnificent meal or an exquisite wine, one begins with quality ingredients then executes with great care. It's the same with the best paints.

We use the most select ingredients and manufacture to exacting quality standards to ensure CERAM-A-STAR 1050 delivers best-in-class performance. The result is durable, consistent paint that resists fading better than the competition.

### **CERAM-A-STAR 1050 is an excellent alternative to more costly PVDF coatings**

CERAM-A-STAR 1050's color stability rivals that of the more expensive polyvinylidene fluoride (PVDF) coatings often used on high-end architectural and commercial installations.

Yet CERAM-A-STAR offers improved resistance to stain, scratch and abrasion. The combination of durability, toughness, flexibility and color retention makes CERAM-A-STAR 1050 an excellent choice for residential, agricultural, and commercial applications.

### **No other coating can compare**

Available since 2005, CERAM-A-STAR 1050 has truly proven its mettle. While other SMP paints may offer a long-term warranty and the promise they will look good for years to come, only CERAM-A-STAR 1050 can prove its superior performance through years of test data and installations in the field.

Not all paints perform the same, so choose the one proven to perform the best. Choose CERAM-A-STAR 1050, for lasting color and protection.



[www.akzonobel.com](http://www.akzonobel.com)

We supply the sustainable and innovative paints and coatings that our customers, communities – and the environment – are increasingly relying on. 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 a pioneering paints company that's committed to science-based targets and is taking genuine action to address globally relevant challenges and protect future generations.

For more information  
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## CERAM-A-STAR 1050

### real world case study

The original building was erected in 2009, and a smaller addition was built on the right in 2017. The building owner and construction crews were impressed to discover that, even after eight years, there was no visible difference in the coating color and gloss.



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