



Fade Protection Explained

The paint on your panels is made up primarily of two components: *resin* and *pigment* (a third, *solvent*, is used to transfer the two to the metal surface and is released during the application process). Understanding the attributes of each of the components will help you choose the best paint for you.

PIGMENT

Pigments are the particles of color that are suspended in the resin to create color. Inorganic and ceramic pigments offer the best protection against fade over organic compounds. **Fading occurs when environmental influences attack the pigments causing them to change color over time.** Pigments are rated on their ability to resist fading. In this rating the lower the number the better.

Central States products use the trademarked CentralGuard® protection system. It includes a cross-linked matrix resin and UV blockers that deter fading.

RESIN

Resin binds the pigment to the metal surface. The stronger the binding agent, the more resistant it is to sun, rain and pollution. Resins are rated according to their resistance to chalking.

Chalk, or the appearance of a whitish, powdery substance on the panel surface, is the result of a breakdown of carbon bonds in the finish. Resins protect the pigments and give UV resistance to help them fade less over time. Higher resin content means a longer lasting film, more abrasion resistance and more panel protection.

CentralGuard's advanced resin system resists color washout with a unique chalk-resistant formula that does not break down in harsh sunlight and extreme weather like traditional resins.

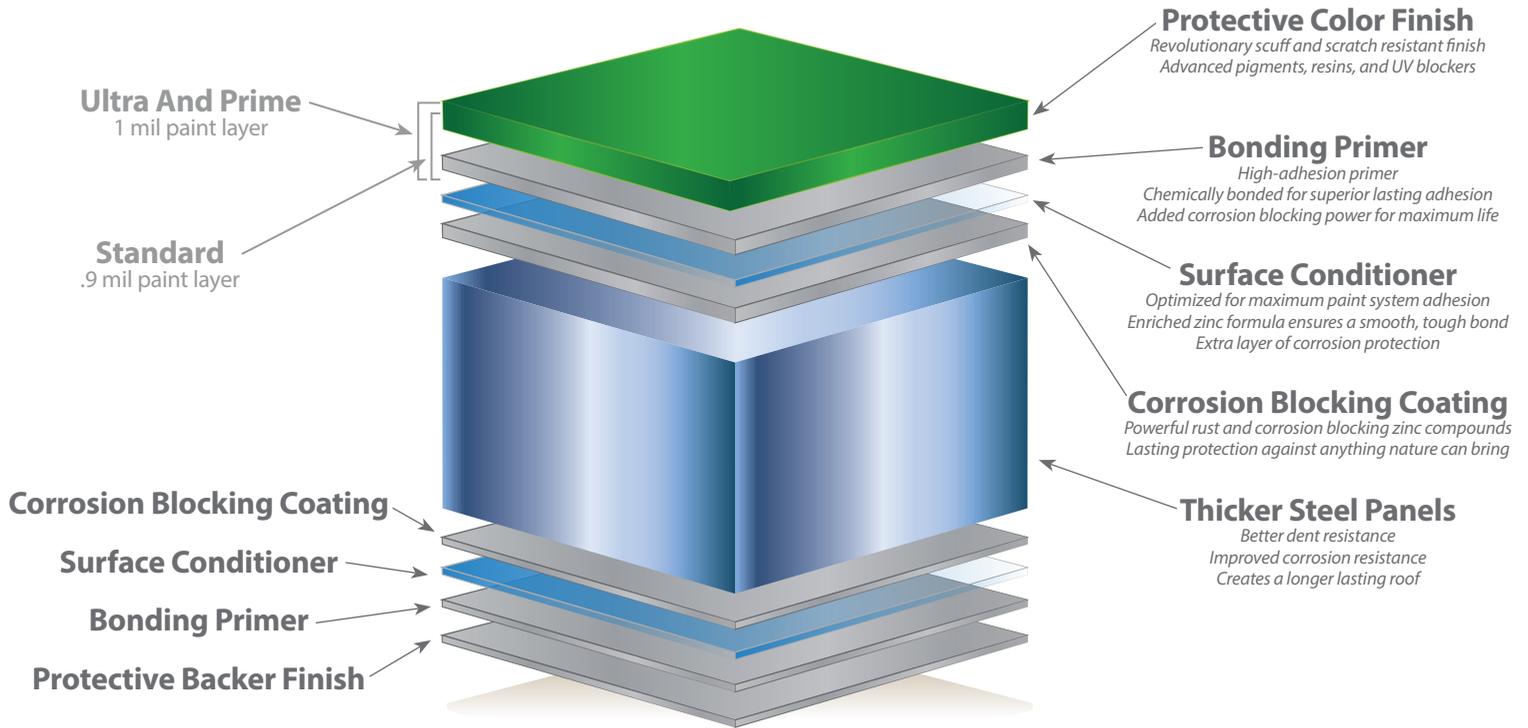


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LAYERS OF PROTECTION



MEASURING FADE AND CHALK RESISTANCE

FADE is measured in **Hunter Units**. One Hunter Unit denotes the smallest degree of color change visible to the naked eye. *Lower numbers are better*



CHALK is measured by the amount of powdery material that is deposited on a black cloth when painted metal is rubbed. *In this case higher numbers are better.*

Central States Protection

Roof Panel
7 units of **Fade**
over the next **30 years**

Wall Panel
5 units of **Fade**
over the next **30 years**



Central States Protection

Roof Panel
6 Chalk rating
over the next **30 years**

Wall Panel
8 Chalk rating
over the next **30 years**

Hunter Unit Scale

	1 Hunter Unit	3 Hunter Units	5 Hunter Units	7 Hunter Units
FADE COMPARISON	FADE	FADE	FADE	FADE
CentralGuard® by Central States	1 Hunter Unit	3 Hunter Units	5 Hunter Units	7 Hunter Units
Brand New Roof	After 7 Years	After 15 Years	After 22 Years	After 30 Years
Substandard Metal Roofs	2.5 Hunter Units	5 Hunter Units	7.5 Hunter Units	10 Hunter Units

For comparison only.
Fade may vary
by color.