

## Contact

For more information on the ColorFast Pigment System, please contact our Color and Sample Department at (866) 516-0061 x1985 or our Technical Department at (800) 226-2424. You can also email us at: [color.samples@parexusa.com](mailto:color.samples@parexusa.com).

**PAREXUSA**  
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**HIGH PERFORMANCE**

**FADE RESISTANT AND VOC FREE\***

**PROPRIETARY PIGMENT SYSTEM**

**PAREXUSA**



# COLOR IS ONE OF THE MOST IMPORTANT ELEMENTS THAT DEFINE ARCHITECTURAL DESIGN.

## About Parex USA ColorFast Pigment System

Color plays an integral role in how we react and feel. Objects send messages to our brain with the use of color. Whether it is green grass, a blue sky, or a yellow school bus, color evokes an emotional reaction. Putting color on building facades is no different.

The proprietary pigment system will revolutionize the way we see and use color. The ColorFast Pigment System is not only environmentally friendly and meets the most stringent VOC regulations, it also increases the range of color options, creating a broader spectrum of more vibrant, brilliant colors. To avoid unsightly fading issues, the advanced technology of the ColorFast Pigment System incorporates an inorganic blend of high quality pigments. Discerning architects, builders and owners can now specify vivid colors with superior fade resistance.

## VOC's and the New Regulations

As more states enact stricter air quality regulations, the term "VOC" is becoming a greater part of our everyday vocabulary. What exactly is a "VOC" and How does it change our business? VOC is an acronym for Volatile Organic Compound. VOC's are carbon based (organic) solvents that evaporate (volatilize) under atmospheric conditions and have the ability to photo-react when exposed to sunlight. This reaction creates low-level ozone, a major component of smog.

VOC's are measured in grams per liter (g/l). State and Federal agencies have limits depending on the area you are located. VOC levels have always been monitored for base materials. Parex USA's ColorFast Pigment System is compliant with all current and pending VOC regulations.

## Environmentally Conscious

ColorFast pigments are specially formulated with the environment in mind. All ColorFast pigments are VOC and APEO-Free.

BENEFITS OF THE COLORFAST SYSTEM	
• Longer lasting color - UV resistance	• Increased water resistivity
• Bolder, richer color spectrum	• No VOC
• Improved opacity	• Improved Weathering

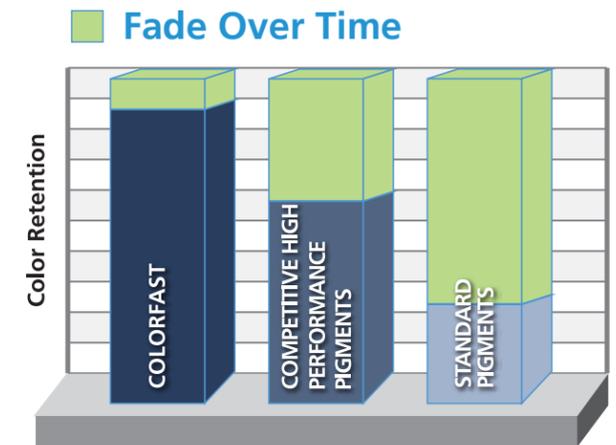
\*Meets SCAQMD rule 1113 – VOC less than (<) 50 g/L

## Exclusive System

When the need for enhanced fade resistance and long-term durability is required, look to the Parex USA ColorFast System. With better color retention, maintenance costs are reduced due to decreased repainting schedules. The technology behind the ColorFast System allows architects to specify virtually any vibrant color without worrying about fading or long-term maintenance.

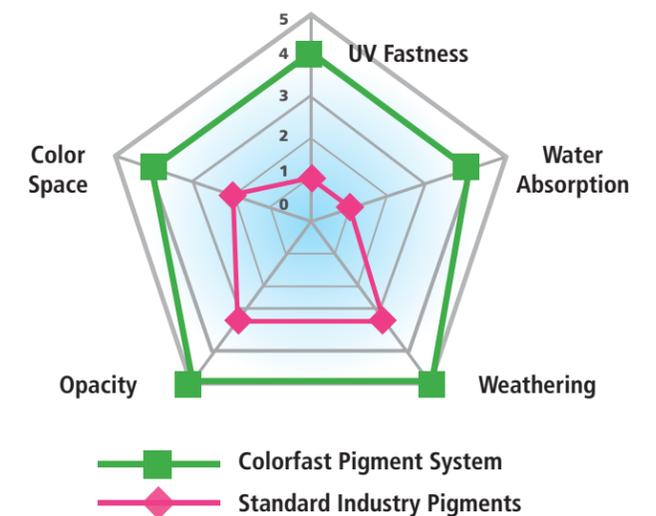
## Vibrant Spectrum

The new ColorFast System integrates 11 exclusive pigments, for higher performance, offering a broader range of brighter colors with superior durability, increased fade resistance and improved opacity. From a deep, rich red to a warm, neutral beige, we have the entire color spectrum covered. Custom color matching also available.



Results after 10,000 hours of Accelerated Weathering and Light Fastness (ASTM G153)

- Colorfast is 4x more fade resistant than standard industry pigments and 2.5x more resistant than competitive high performance pigments.



The ColorFast Pigment System provides superior fade resistance, broader color space spectrum, enhanced opacity, increased water resistivity, and improved tack for less dirt pick-up.

Eventually all Parex USA color formulas will use the exclusive Colorfast Pigment System. All factory tinted product will also take advantage of these high performance pigments as well. The Colorfast Pigment System was exclusively developed for use with all Parex USA acrylic and elastomeric finish, coating and primer bases.