

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.

As a subsidiary of the Parex Group, a worldwide leader in specialty chemicals and ready-to-use mortars, Parex USA now has access to a proven universal pigment system used by our sister companies. Parex USA now offers a proprietary new pigment system that will revolutionize the way we see and use color. The new high-end color system 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 for their premier structures.

ColorFast Pigments Offer:

Longer lasting color - UV resistance

Bolder, richer color spectrum

Improved opacity

Fade warranty

Increased water resistivity

No VOC

Contact

For more information on the ColorFast Pigment System, please contact our Color and Sample Department at (866) 516-0061 x 1985 or our Technical Department at (800) 226-2424. You can also email us at color.samples@parexusa.com.

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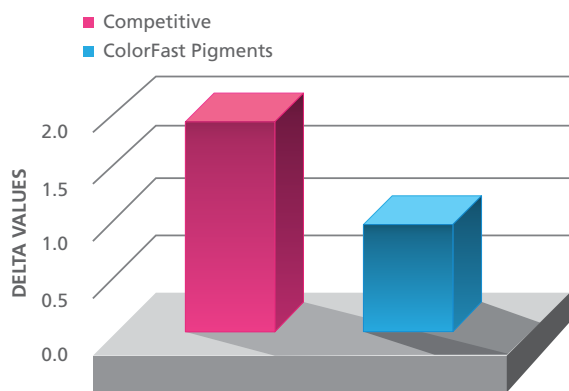
PAREXUSA



Color is one of the most important elements that define architectural design.

High Performance

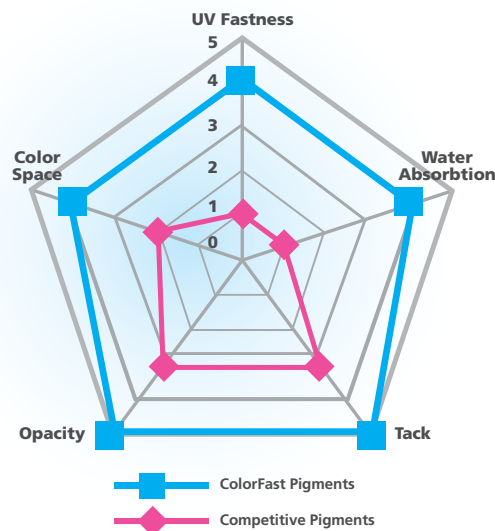
When the need for enhanced fade resistance and long-term durability is required, look to the Parex USA ColorFast System. With better color retention, maintenance costs are reduced due to decreased repainting schedules. The technology behind the ColorFast System allows architects to specify virtually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



More than 45.0% difference in fade resistance after 5,000 hours of QUV exposure

Vibrant Spectrum

The new ColorFast System integrates 16 unique 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.



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.

Environmentally Conscious

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

Warranty

Parex USA, Inc. will warrant that the color will be fade resistant when the ColorFast Pigment System is used with a Parex USA finish or coating. If there is a valid claim against the product then the manufacturer will supply material and labor to have the structure coated with a Parex USA product.

Acrylic Finish	Warranty Terms*
Standard DPR	7 Years
Optimum DPR	10 Years
AquaSol Finish	10 Years
Elastomeric Finish	
e-Lastic	7 Years
Ultra eLastic	10 Years
Coating (2 coats required)	
DPR Coating	7 Years
Elastomeric Coating	10 Years
AquaSol Coating	10 Years

*See actual warranty for details

All ColorFast finishes and coatings must be factory tinted. Contact your Parex USA sales representative for more information and specific details.