



AkzoNobel
Coil and Extrusion Coatings

CERAM-A-STAR® 1050

Select the best for your metal roofing project

Choosing a high performance metal solution for your next project comes with a range of benefits that ensure your investment will stand the test of time.

With AkzoNobel's CERAM-A-STAR® 1050, your metal roofing system is coated with the industry's strongest and best-performing Silicone Modified Polyester (SMP) paint system. The CERAM-A-STAR® system with AkzoNobel's high-performance primer, delivers exceptional durability and superior resistance to moisture and UV exposure, and offers 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.



CERAM-A-STAR® 1050

Proven To Perform

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.

Why is CERAM-A-STAR® 1050 the right choice for metal roofing?



Winning formula

Achieve the aesthetic you want in a range of colors, gloss and textures, with the added reassurance it will last. CERAM-A-STAR® 1050 is proven to perform, with our high quality proprietary silicone modified polyester (SMP) resin system and our superior pigment selection to enhance color retention, these advancements have optimized the coating for use on metal roofing systems.



Cost effective

CERAM-A-STAR® 1050 is an excellent alternative to more costly polyvinylidene fluoride (PVDF) coatings, rivalling the color stability of the more expensive PVDF coatings often used on high-end architectural and commercial installations.



Scratch resistance

CERAM-A-STAR® can stand up to rough handling and installation processes, offering improved resistance to stain, scratch and abrasion. It's unique combination of durability, toughness, flexibility and color retention makes CERAM-A-STAR® 1050 an excellent choice for roofing systems.



Sustainable focus

CERAM-A-STAR® 1050 is formulated with Cool Chemistry technology, containing special pigments designed to reflect infrared energy while still absorbing visible light energy, so while they appear 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 and reduce peak energy demand for your home.



Global weathering program

AkzoNobel uses lab data and real world data to ensure products are developed to stand the test of time. Environmental conditions are present to the extreme in South Florida, making it 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 this region, with some samples having been on our test fence for close to 20 years. The results of this show CERAM-A-STAR® 1050 retains almost double the level of gloss retention compared to competitor products across all color options.



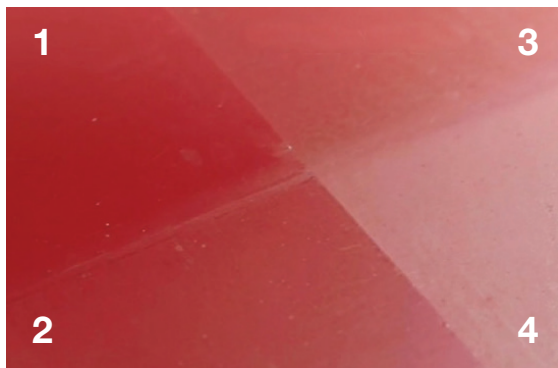
Real world case study

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.

Keeping your projects looking newer for longer

A recent case study illustrates the gap in product performance of CERAM-A-STAR® 1050 versus a leading competitor when tested for gloss retention and color fade over a three year period.

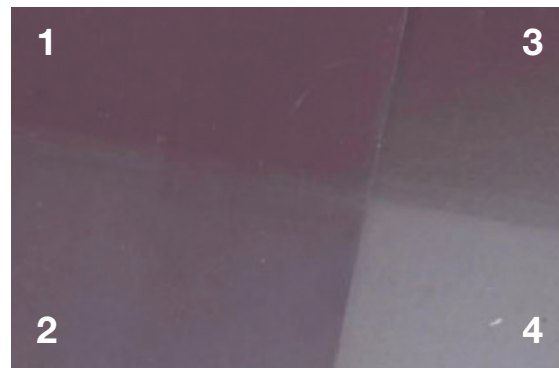
Gloss Retention



- 1 CERAM-A-STAR® 1050 unexposed area
- 2 CERAM-A-STAR® 1050 exposed area
- 3 Competitor unexposed area
- 4 Competitor exposed area

When tested, competitors 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



- 1 CERAM-A-STAR® 1050 unexposed area
- 2 CERAM-A-STAR® 1050 exposed area
- 3 Competitor unexposed area
- 4 Competitor exposed area

When tested, competitor panels faded 1.5 times more than CERAM-A-STAR® 1050. This means that projects stay looking the original color for longer.

Competition

CERAM-A-STAR® 1050

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?

Original color

Exposed area

AkzoNobel



Bring the future of your
projects into focus

For more information, please visit
coilcoatings.akzonobel.com/us