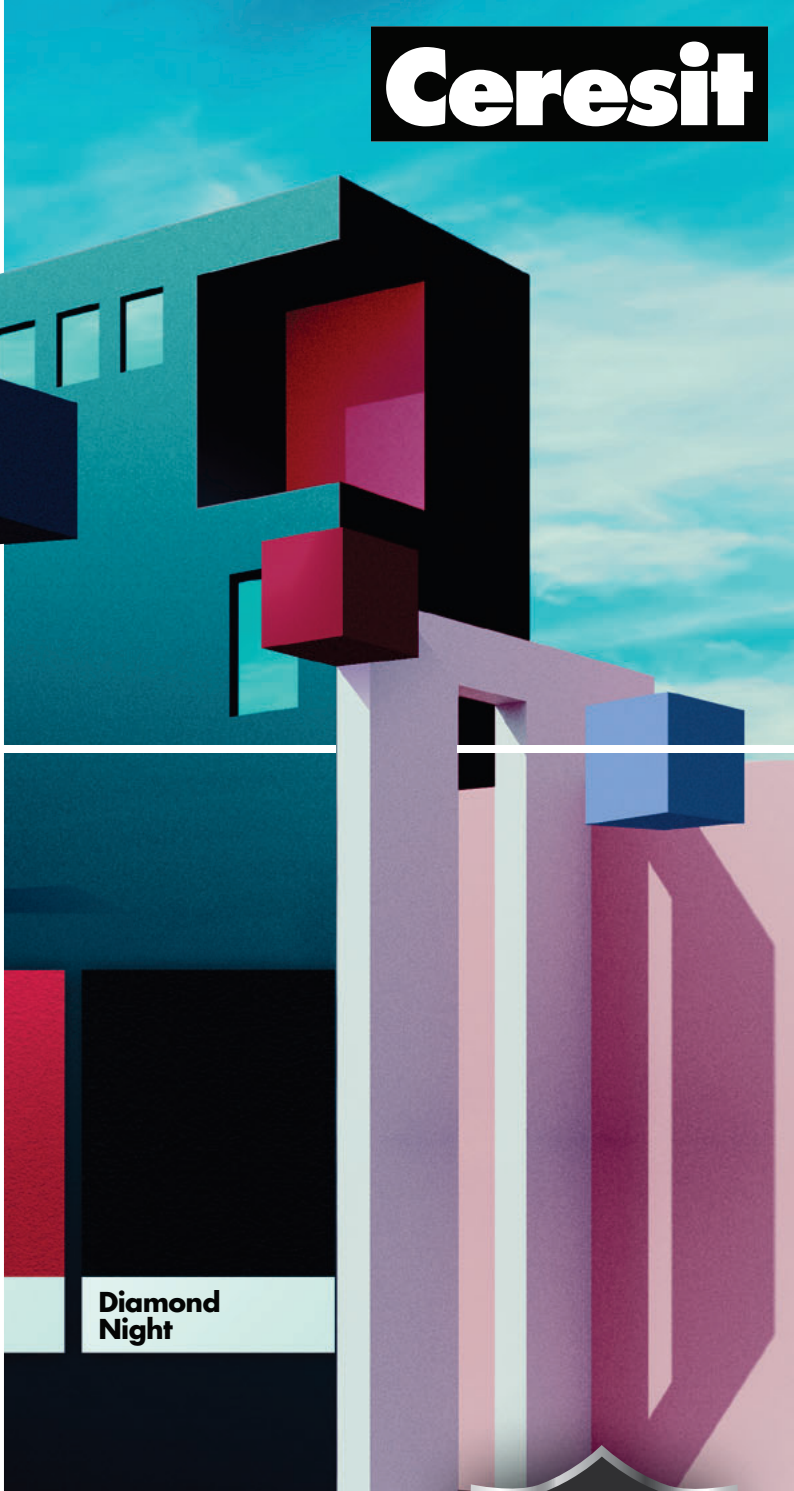


Ceresit

NO COLOR
COMPROMISES
FOR YOUR
FACADE WITH
**CERESIT CT 110
SOLAR PROTECT**

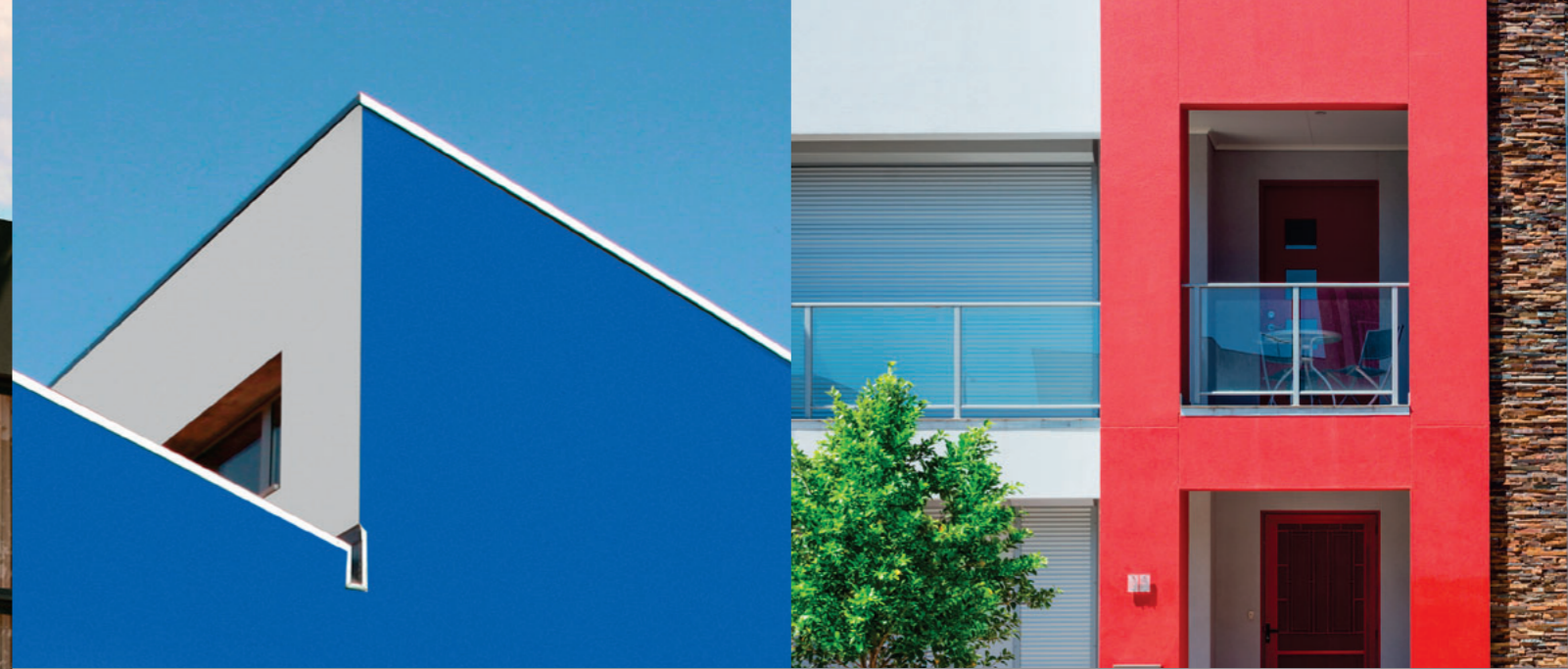


- **3 x BETTER color durability**
- Excellent coverage
- Long renovation cycles
- For intense & brilliant color tones



CONTENTS

1. Final layer makes the effect!	5
2. Facades in bold colors – a modern, but challenging choice	7
3. Introducing new protection:	8
- 3 x BETTER color durability	8
- Excellent coverage	10
- Long renovation cycles: crack bridging ability	11
- Long renovation cycles: no water marks	12
- Long renovation cycles: clean appearance for long	13
- Universal application	14
- Perfect colors	15
4. Facade paints – comparison table	16



FINAL LAYER MAKES THE EFFECT!

Facade paint is not only about appearance, but also about functionality. Depending on its composition, paint can offer additional properties. It can protect facade effectively against environmental influences like rain, sun, moisture, industrial pollution such as dust and dirt as well as overall aging process.

Building construction market is full of various facade paints – from basic ones through more advanced products like silicone, nano-silicone and silicate-silicone, designed to face modern challenges. With more and more architects favour dark, bold colors to emphasize facade elements and create repeatable themes, another challenge occurs.



Emerald Park



Quartz Mount



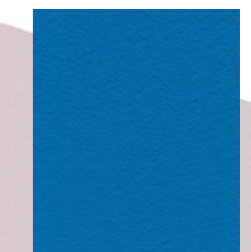
Ruby Heart



Amber Island



Sapphire Glacier



Sapphire Bay





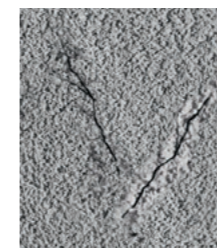
FACADES IN BOLD COLORS – A MODERN, BUT CHALLENGING CHOICE

Dark and intense colors are more and more popular among architects and investors. These shades allow to create a unique look and fully express individual taste. They:

- add energy and good spirit to every house's facade,
- attract attention and make the estate stand out from others,
- complement the modern and minimalistic style of the house.

Despite aesthetic advantages and design possibilities of dark and intense colors, threats for the facade arise. One of them is negative influence of solar radiation. Direct sunlight heats up dark-colored facades to a high extent. It can destroy polymer bonds, which in turn are no longer able to hold the pigments in their structure. Heated up facade is more sensitive to:

- cracking
- fading
- discoloration
- delamination



Strong and intensive colors could not be used in the past on EPS insulation boards. However, now, with the new Ceresit UV Protect technology product line, new design options are finally possible.



INTRODUCING NEW PROTECTION

The new Ceresit CT 110 Solar Protect facade paint is an answer to all those challenges. Optimal combination of state of the art ingredients – selected and modified acrylic, silicone and polysiloxane resins with fillers and pigments – provide this facade paint with outstanding performance and resistance. Check it out!

3 X BETTER COLOR DURABILITY

Ceresit CT 110 Solar Protect facade paint guarantees **3 x better*** color durability. This extraordinary stability has been proved in **Xenotest – simulation of years of normal facade exposition to changing weather conditions**. During this multi-stage test facade's the colors have been exposed to thousands of cycles of UV and rain to show its durability.

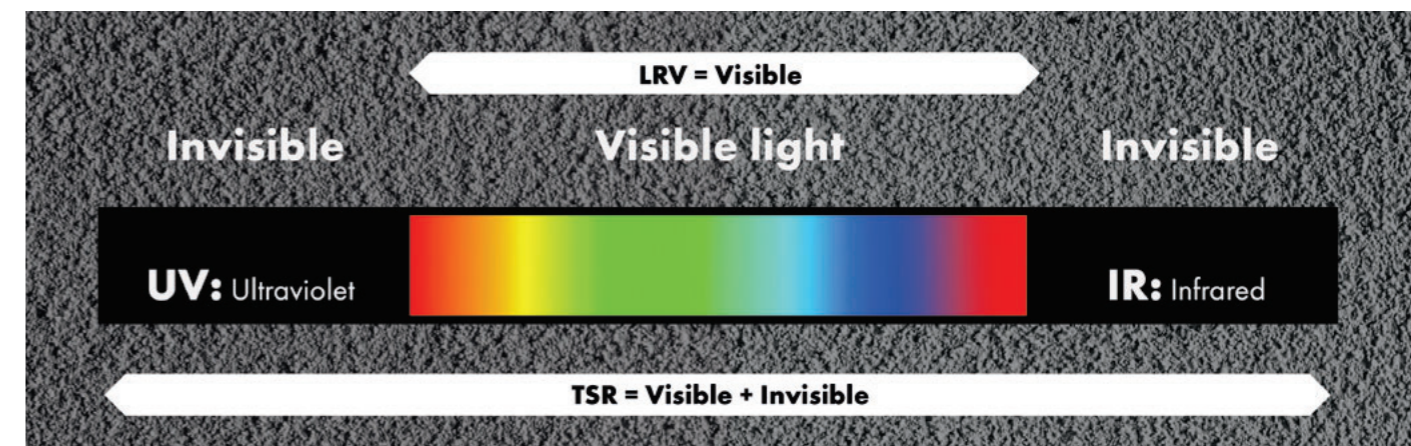


CERESIT CT 110 SOLAR PROTECT		CERESIT PREMIUM SILICONE PAINT	
REFERENCE LAYER	after 3000 h	REFERENCE LAYER	after 1000 h

*compared with Ceresit Premium Silicone Paint/ standard, based on 3.000 h artificial weathering test

Technology behind color durability:

- **UV Protect technology** – solution to the problem of the destructive influence of solar radiation: free radicals and exposure to UV. Technology is based on light stabilizers – UV absorbers and free radical scavengers. The light stabilizers, named HALS, effectively combat free radicals and their destructive impact on the products' coating.
- **Boost Color technology** – a combination of specially selected pigments inside Ceresit paints. Color reflection strength of each color is measure with TSR index. Ceresit optimized TSR value to reflect solar radiation more effectively. In effect, Boost Color pigments provide better color stability by 15% what has been proved in Xenotest – simulation of years of facade exposure to weather conditions.



- **High quality bases** – extremely durable and state of the art bases, which keep colors untouched for long time.



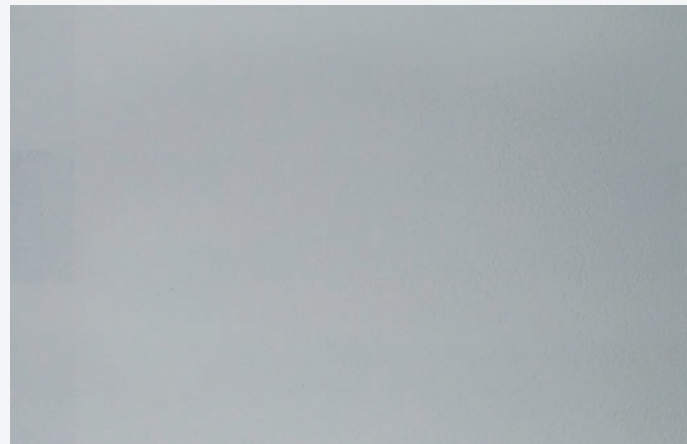


INTRODUCING NEW PROTECTION

EXCELLENT COVERAGE

Ceresit CT 110 Solar Protect facade paint has the **highest level of coverage proved with class 1 rating**. It means perfect opacity for all colors, even for the most demanding ones like white and yellow. With the same consumption of the paint in case of any color, estimating amount of the product needed is easier. No extra layers are needed to achieve full coverage thus costs of investment are lower and less time is needed to paint the surface.

1st layer of Ceresit CT 110



1st layer of other paint



INTRODUCING NEW PROTECTION

LONG RENOVATION CYCLES: CRACK BRIDGING ABILITY

Due to unique composition Ceresit CT 110 Solar Protect facade paint has excellent crack-bridging qualities that has been proved in tests done after artificial weathering for 1000 h in UV chamber, then tested in normal and -10° C. Ceresit CT 110 Solar Protect facade paint has a certificate for **A2 class of crack bridging according to EN 1062-1**. This gives ability to keep covered cracks which appeared under the layer of paint till they are smaller than 250 µm thus allowing the facade to look untouched.

Crack bridging ability means that Ceresit CT 110 Solar Protect facade paint:

- **keeps micro cracks hidden,**
- **protects against moisture, mould and dirt migration,**
- **ensures long lasting look.**



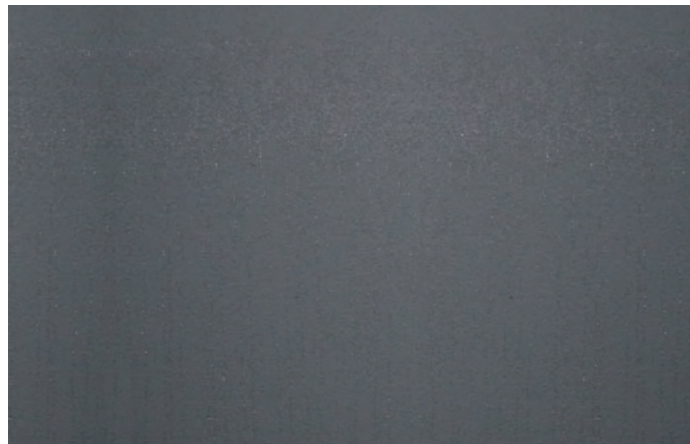


INTRODUCING NEW PROTECTION

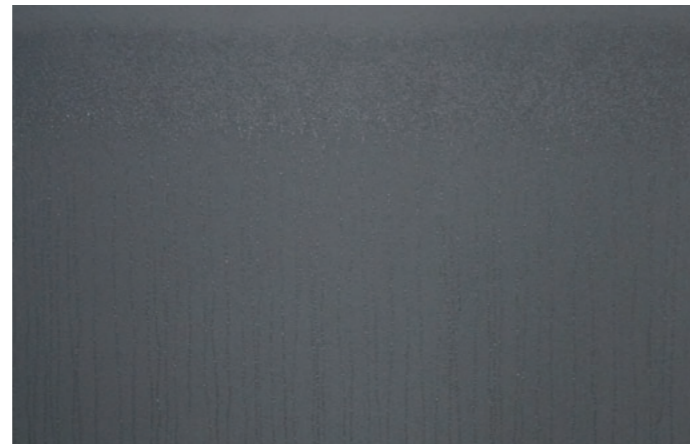
LONG RENOVATION CYCLES: NO WATER MARKS

Spraying test proved that facade covered with Ceresit CT 110 Solar Protect facade paint doesn't show color shift (no color difference between dry and wet surfaces) in any condition, even harsh conditions like low temperature and high humidity. This means **no unaesthetic discoloration** like in case of other dark paints.

Ceresit CT 110



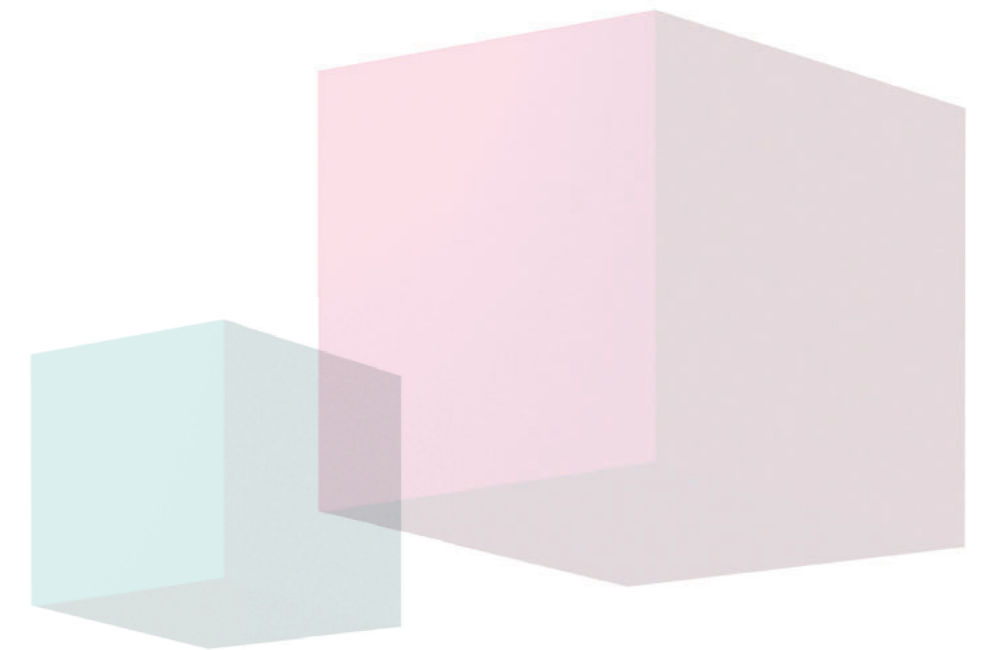
Other paint



INTRODUCING NEW PROTECTION

LONG RENOVATION CYCLES: CLEAN APPEARANCE FOR LONG

Ceresit CT 110 Solar Protect facade paint has been created not only to design facade in dark and intense colors, but also to keep it clean and free from water marks for long time. Hydrophobic binders and polysiloxane hydrophobing agent ensure **low water absorption** of painted surface. As rain does not penetrate into the coating's surface, and moisture quickly evaporates, the facade is prevented from water shades and discoloration. Moreover, thanks to **self-cleaning properties**, painted surface can be easily washed in a natural way. Surface is less prone to attract dirt particles and let them stick to the surface. Any rain falls down along with dirt and other polluted particles, guarantees intact look of the facade.





INTRODUCING NEW PROTECTION

UNIVERSAL APPLICATION

Application properties of Ceresit CT 110 Solar Protect facade paint are on high level with a very good consistency, no splattering, no cracks, blistering, discolorations and traces from tool. To make experience with Ceresit CT 110 Solar Protect facade paint more efficient, paint can be apply with any tool available:

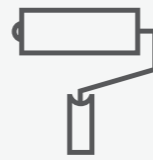
• Spray gun



• Brush



• Roller



Spray gun application is fast and recommended for large surfaces:

- up to **10 x** faster than brushing, c.a **4 x faster** than rolling,
- produces an **even coat** of paint on all types of surfaces, can be used for a **wide range of surfaces**, both inside and outside,
- technical data: nozzle 517, pressure 160-200 bar, performance of machine c.a. 12 l/min. (ex. Wagner PS 22).

Brush and roller are suitable for architectural details of the facade or fragments of the wall.



INTRODUCING NEW PROTECTION

PERFECT COLORS

Thanks to very durable colors formulas Ceresit CT 110 Solar Protect facade paint is available in extended spectrum of colors. **516 classical tones** of Colors of Nature palette have been enriched with **36 bold and dark shades from Intense line**. Architects and investors will be able to introduce strong tones to make facade more stylish and express unique taste.





FACADE PAINTS – COMPARISON TABLE

PAINTS:	ACRYLIC	SILICATE-SILICONE
		
Name	CT 42 Acrylic Elastic	CT 46 Acrylic Elastic
Key USP	<ul style="list-style-type: none"> Resistant to water uptake Damage and weather resistant 	<ul style="list-style-type: none"> Resistant to water uptake Damage and weather resistant
Water absorption resistance	••	••
Vapour permeability	•	•
Dirt pick up resistance	••	••
Resistance to biological contamination (algae, fungi)	••	••
UV Resistance	••	••
Durability	••	••
Cracks bridging	–	–
Coloristic portfolio	•••	•••

SILICATE	SILICONE	SILICONE	ELASTOMERIC
			
CT 54 Silicate Aero	CT 48 Silicone Self Clean	CT 49 Nano Silicone Reno	CT 110 Solar Protect Elastomeric
<ul style="list-style-type: none"> Highly vapour permeable/ breathable Highly non-flammable Resistant to fungi and algae Resistant to water uptake 	<ul style="list-style-type: none"> Highly self cleaning Highly resistant to dirt pick up Highly resistant to water uptake Vapour permeable 	<ul style="list-style-type: none"> Elastic Cracks bridging Self cleaning Highly resistant to water uptake Vapour permeable 	<ul style="list-style-type: none"> Highly elastic Proven crack bridging properties (A2) Excellent color stability Water vapor permeable Extremely durable
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