

## Colorfastness of Acrylic Based Finishes / ColorFast System Technical Bulletin

### TB047

**Category: Finishes**

**Keywords: Color, Acrylic Finishes, ColorFast, Coating**

When considering application of acrylic finishes, colorfastness is a principal concern. Whether a color remains stable or tends to fade over time can be primarily be attributed to the type of pigments used in formulating the color. Inorganic mineral pigments generally resist fading, while organic pigments are more likely to fade under exposure to in-service conditions.

Staying within the wide range of earth tone colors is the best way to avoid fading problems. Parex USA tries to make colors with naturally fade resistant inorganic pigments whenever possible. However, given the almost limitless color selection available with acrylic finishes, it is inevitable that some colors must be formulated using organic pigments. This is particularly true of many blue, green, and bright yellow colors.

While various manufacturers promote their organic pigments as being more colorfast than others, experience would indicate that the tremendous increase in cost is not justified by only slightly better performance. To help identify potential fading problems, all color sample requests requiring organic pigments in their formulation will carry the following warning:

**!DISCLAIMER WARNING!  
The organic pigments necessary in the formulation  
of this color may cause it to fade over time!**

**Parex USA now offers ColorFast**, 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



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