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Wednesday, March 10, 2010

**PRODUCTS & TECHNOLOGY:
Fluoropolymer-Based Exterior Paint**



Home before application of NeverFade™ coating (left), and after application (right).

APV Engineered Coatings (Akron, Ohio) announced the introduction of NeverFade™ exterior paint, formulated with Kynar Aquatec® polyvinylidene fluoride (PVDF) fluoropolymer resins and reported to be warranted to last 15 years against fading.

Coatings based on fluoropolymer resins are characterized by a high degree of stability in environments with UV, thermal, and chemical exposure, and are well known as high-performance products used in high-profile, monumental architectural and demanding industrial applications. The coatings, however, have not been marketed for residential and most conventional commercial applications.

The homopolymer in the water-borne PVDF resin is described by APV Engineered Coatings as a tough, engineered thermoplastic that offers a balance of properties. As a result, the formulated paint is reported to provide a high degree of resistance to harsh thermal, chemical, and ultraviolet environmental conditions. The coating also is reported to resist abrasion, mold and mildew, and dirt pickup.

David Venarge, APV Engineered Coatings chairman, said the premium exterior paint formulation includes UV blockers and high-quality pigments to provide a high degree of resistance to fading and chalking. He said the company is offering an “unprecedented” warranty that includes replacement of the product and paying for job-related labor.

The product is available nationwide, can be used for residential and commercial projects, and can be applied to vinyl siding, PVC, wood, aluminum siding, stucco, masonry, and fiber-cement surfaces. Paint orders are custom made, and available in an unlimited color range, the company said.

Kathy Ziprik, a spokesperson for the company, said the product can be purchased directly from the company; the paint is not available in retail outlets or paint-dealer



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stores. She quoted a selling price in the range of \$90 a gallon, and describes the paint as “an investment product”—a super-premium paint with long-term durability.

Founded in 1878 in Akron, APV Engineered Coatings manufactures custom-engineered products that are sold worldwide to a wide variety of industries.

More information: www.apvcoatings.com.

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