COLOUR FASTNESS

Weather (sun, rain, wind) always influences painted products used outdoors. A paint product ages, because it is subject to these influences. Frequent and long exposure to, among other things, sunlight (UV radiation) accelerates this aging and makes it easier to see.

There are two types of change:

1. **Chalking of the paint**
   All materials that are used outdoors are subject to wear - also called erosion. Loss of gloss is the first phase of weathering of a paint layer. UV radiation causes photochemical reactions to occur in the paint, as a result of which molecules in the binding agent break down. Eventually, the pigment particles end up loose on the surface. We call this chalking.
   It is obvious that semi-matt paints, when compared to high-gloss paints, as it were skip the initial phase of the weathering process. Dark colours are more likely to suffer from discolouration and chalking than light colours. This is because dark colours absorb more UV radiation than light colours, which results in more wear. In addition, the location of the object is important for how it wears. The paint on south-facing objects is more likely to wear than paint on north-facing objects.

2. **Discolouration of the paint**
   Various colour ranges are poor in retaining their colour and appearance. These ranges mainly concern yellow, orange and red. The reason that these colours retain their colours poorly is the organic pigments that are used. Under climatic influences, the paint will degrade over time and we will see discolouration, loss of gloss, chalking, contamination and other phenomena.
   The object must be maintained by cleaning it using approved cleaning agents, which have no chemical influence on the paint. The object can also be treated with specially developed products, which will extend the life of the paint. However, this is a question of aesthetics or image. The actual protection that the paint should provide is retained.