

TECHNICAL BULLETIN 101**COLORFASTNESS OF ACRYLIC BASED FINISHES**

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 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. EL REY endeavors to produce 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!**

For additional information, please contact EL REY at the numbers listed below.



The logo for El Rey Stucco features the words "El Rey" in a large, red, serif font, with "Stucco" in a smaller, red, sans-serif font below it. A registered trademark symbol (®) is located to the upper right of "El Rey".

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