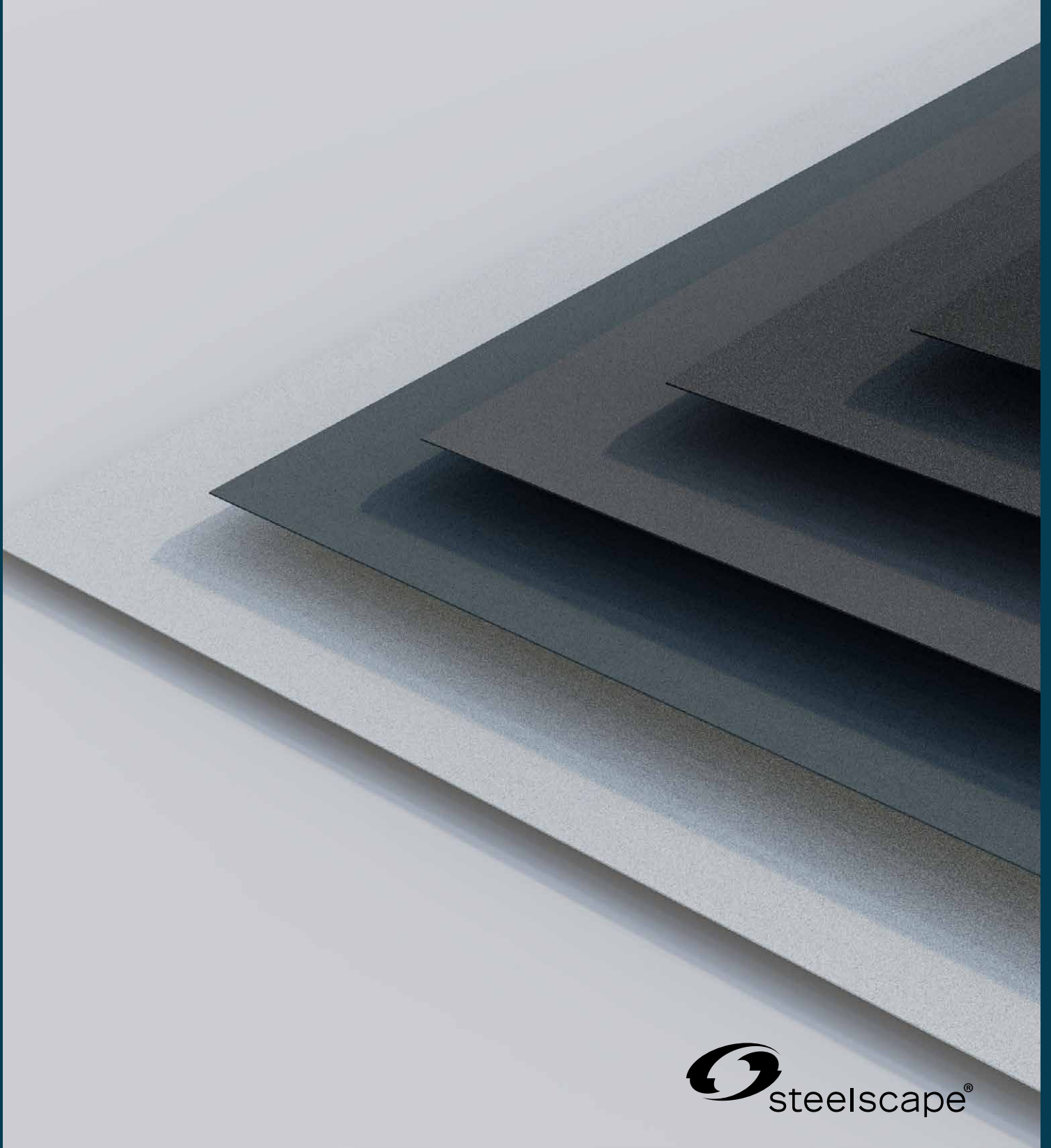


# NATURAL MATTE®

PVDF Color System



## Subtle. Refined. Revolutionary.

Matte surfaces are all around us, from rugged coastal cliffs to ancient volcanic mountains.

Encompassing a range of six refined colors, Natural Matte PVDF captures the diffused light interaction of organic surfaces. These finishes provide low gloss solutions for any metal roofing or siding project, and eliminate unwanted shine and glare without sacrificing color depth or finish durability offering design flexibility.

# BASALT

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### Depth and distinction in an everlasting hue.

An elegant hue with a modern twist, Basalt complements the textures and muted color palettes of surrounding natural elements.

Basalt promotes a deeper connection between the building's exterior and its surrounding environments through its captivating yet delicate hue.

#### PVDF BASALT

23157

SRI: 31

LRV: 13

GLOSS: 3-6

SHEEN: 3-9





# SHALE

## A timeless, balanced gray for all applications.

Neutral grays provide a versatile hue and a logical choice for a sustainable, enduring designs. The elegant color and even diffusion of light promotes subtlety and sophistication.

Developed to pair with other timeless features including monochromatic colors or rich natural wood accents. Shale's lighter color and restrained hue enables other bold colors to excel without clashing.



### PVDF SHALE

24136

SRI: 41

LRV: 23

GLOSS: 3-6

SHEEN: 3-9

# PVDF Paint System

Natural Matte® PVDF offers a versatile, low-gloss metal roofing and siding color solution in a Fluorocarbon (PVDF) paint system, offering a longer lifespan and greater resistance to chalk and fade. This advanced paint system provides rich and robust color, with significantly less shine than traditional metal roofing colors.

PVDF offers outstanding painted finish performance, corrosion resistance, and color stability. This is an ideal finish for architectural, commercial, and highly visible applications.



## CARBON



**PVDF CARBON**  
24106  
SRI: N/A  
LRV: 4  
GLOSS: 3-6  
SHEEN: 3-9

### An unprecedented, rich black.

Sleek and ageless, rich blacks form the cornerstone of modern building design. The delicate light interaction in concert with the depth of the Carbon, creates a commanding deep black in all lighting environments.

Carbon enhances the perceived depth of roof and wall surfaces. Developed to complement minimalist color palettes, single-color designs, or stark exterior contrasts.



# What is a Matte Finish?

Natural Matte® PVDF reduces both gloss and sheen while retaining rich color. Gloss and sheen both refer to the visible reflection of concentrated light (or shine) but at different viewing angles.

Natural Matte offers significantly lower levels of gloss and sheen compared to standard PVDF products without any durability trade-offs. The Natural Matte finish enables metal roofing and siding products to integrate into a broad range of architectural applications and mixed-material facades.



## ORE

### Rich and reserved with engaging warmth.

Balancing earthy tones without unwanted color saturation, Ore provides a complementary, balanced finish.

Ore's restrained earthy hue facilitates the accentuation of other natural materials such as wood and stone. This finish reinforces the creation of harmonious, naturalist, or nurturing color palettes.

#### PVDF ORE

24074

SRI: 27

LRV: 8

GLOSS: 3-6

SHEEN: 3-9

# Warranty

**PVDF** offers outstanding painted finish performance, corrosion resistance, and color stability. This is an ideal finish for architectural, commercial, and highly visible applications.

PVDF also offers a 40-year film integrity, color fade and chalking warranty. Due to its robust fluorocarbon technology, it also offers warranty coverage for extreme environments including industrial and severe marine environments.

## GRAPHITE



**Understated and contemporary to elevate design flexibility.**

A richer, versatile gray, Graphite provides the flexibility to fulfill visions of any scale. Graphite elevates exterior surfaces through its even diffusion of light.

Graphite exudes elegance in almost any environmental setting allowing it to pair with both traditional and modern design elements including stone or wood shake siding.

### PVDF GRAPHITE

24149

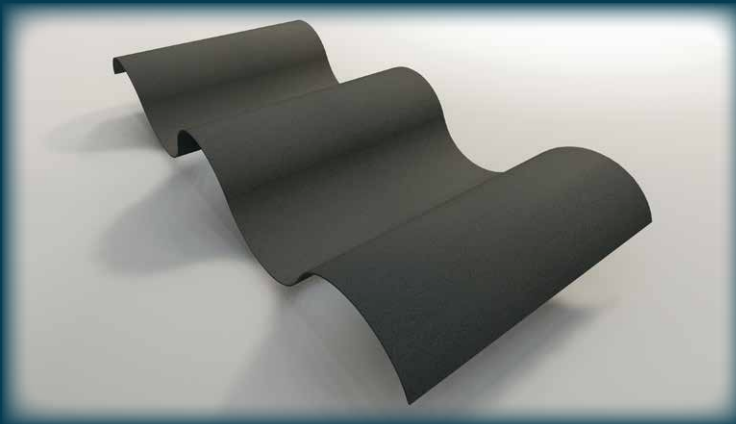
SRI: 28

LRV: 9

GLOSS: 3-6

SHEEN: 3-9





# FROST

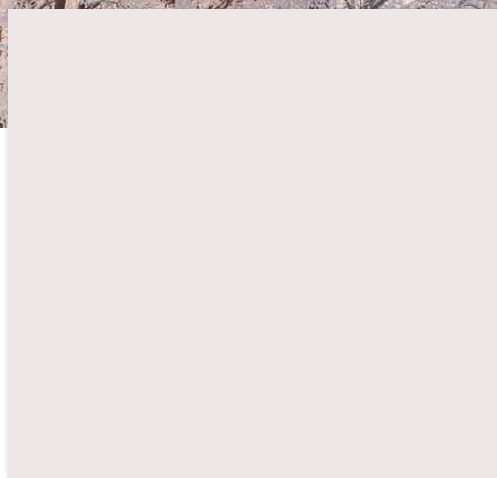
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## Crisp and pure, promoting simplicity and focus.

Harnessing the cleansing appeal of the first winter snow, Frost provides a clean yet purposeful finish.

Frost promotes the creation of welcoming, minimalist color palettes and facilitates harmonious color contrasts. Its crisp tone enhances the use of bold color accents.



### PVDF FROST

24075

SRI: 86

LRV: 79

GLOSS: 3-6

SHEEN: 3-9

