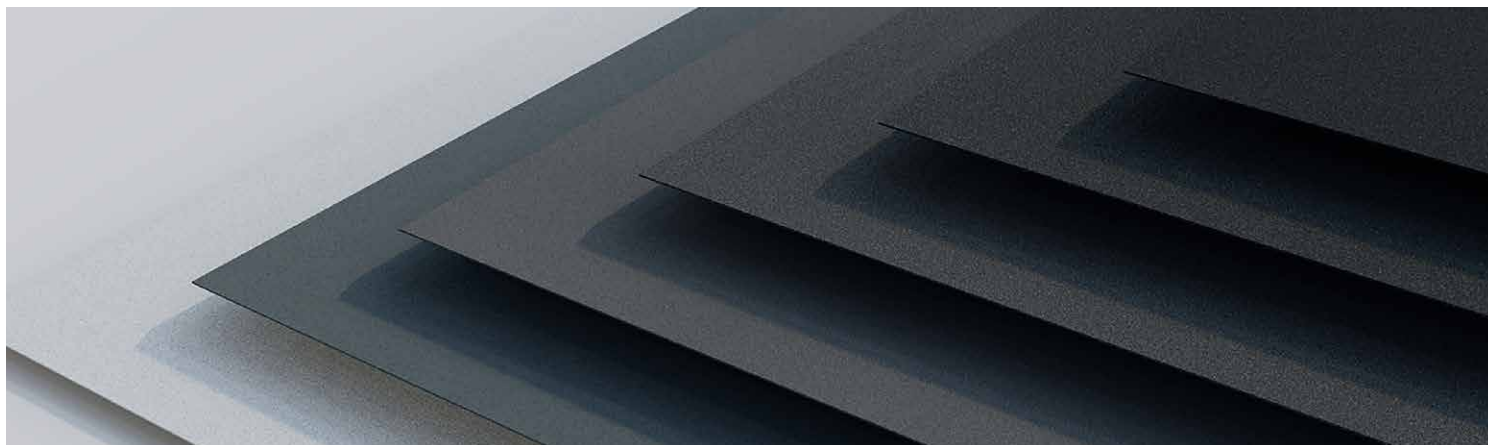


Customer Frequently Asked Questions



Product Overview:

Natural Matte® is a collection of versatile metal roofing and siding finishes that capture organic light interaction to deliver refined color. These ultra-low gloss finish **eliminates unwanted shine and glare** without compromising performance or durability.

Seizing upon the global design shift towards matte surfaces, Natural Matte evenly diffuses light, much like the elements of stone or wood, to provide a refined hue in all lighting conditions.

Product Details:

Natural Matte represents the introduction of advanced matte technology. Available in Fluorocarbon (PVDF) and Silicon Modified Polyester (SMP) paint systems, Natural Matte® offers a versatile, low-gloss metal roofing and siding solution that elevate building exteriors. The advanced paint system provides rich and robust color but with significantly less shine compared to traditional metal roofing colors.




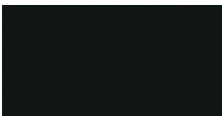

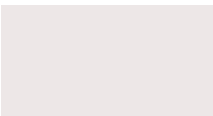
Color Range:

Natural Matte offers a palette of six refined, yet versatile colors in both PVDF and SMP options. Inspired by nature, these colors were developed in consultation with leading industry color experts.

What is PVDF and SMP?

Polyvinyl difluoride or PVDF (also known by the trade names Hylar® 5000 and Kynar®) is a fluorocarbon paint technology that offers excellent resistance to the elements and weathering. It offers the highest level of painted finish performance, corrosion resistance, and color stability. This makes it an ideal finish for architectural and commercial applications. Silicon Modified Polyester (or SMP) balances robust performance with affordability making it ideal for residential applications.

Natural Matte® PVDF Colors:

		
Shale 24136	Basalt 23157	Graphite 24149
		
Carbon 24106	Ore 24074	Frost 24075

Natural Matte® SMP Colors:

		
Shale 22823	Basalt 22824	Graphite 22825
		
Carbon 22826	Ore 22827	Frost 22828

Is There a Visual Difference Between PVDF and SMP?

Yes. Natural Matte SMP features a microwrinkle finish that delivers industry leading low levels of gloss and sheen. This lightly textured finish requires additional care and handling during transportation and installation. Natural Matte PVDF has been developed to offer light-disruptive properties, while still offering the installation simplicity of regular standard-gloss PVDF systems. As a result it does not feature any texture.

Can You Mix The Two?

No. Due to the visual difference between the two paint systems, they should not be used together.

Warranty PVDF:

Natural Matte PVDF 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. Please see the warranty document for coverage details.

Warranty SMP:

Natural Matte SMP offers a 40-year film integrity, and 30-year color fade and chalking warranty. Both Natural Matte products features the same underlying paint system backbone as Steelscape Spectrascape PVDF and SMP, which offers trusted performance and outstanding durability.

Advantages to End Users:

The refined palette and delicate texture respond to emerging design themes for versatile colors with understated appeal. The sophistication of the finish improves metals integration with other materials in mixed use design.

Industry-leading low gloss and sheen levels expand the opportunities available for metal roof and wall products. Specifically, this technology can improve the application of metal in environments where glare and shine are a concern, such as restrictive HOAs. Natural Matte offers an ultra-matte finish without the need for costly custom application processes such as field painting or powder coating. The advanced paint technology produces an appealing, subtle, satin surface texture.

Color Range:

A palette of six colors, inspired by nature, developed in consultation with leading industry color experts.

Advantages to End Users:

The refined palette and delicate texture respond to emerging design themes for colors with understated appeal. The finish integrates well with other materials in mixed use design.

Industry-leading low gloss and sheen levels expand opportunities available for metal roof and wall products. Specifically, this technology can improve the application of metal in environments, such as HOAs, where glare and shine are a concern. Natural Matte offers an ultra-matte finish without the need for costly custom application processes such as field painting or powder coating.

Applications:

Natural Matte is an ideal substrate for exterior roofing and siding products including commercial and residential roofing, architectural siding and residential exterior accents. In particular, Natural Matte suits applications where building designers are seeking a wide, flat, product surface, such as smooth siding profiles or wide-batten standing seam profiles, but are concerned with the amount of glare that these flat surfaces can create

Substrate:

Natural Matte is available on either ZINCALUME® or TruZinc® in standard widths and gauges. Inquire with your account manager for pricing.

Inventory:

Available at both Steelscape location (Rancho Cucamonga, CA and Kalama, WA). Please inquire for current inventory levels.

Samples:

Available by request from Steelscape sample fulfillment. Samples can be ordered online at steelscape.com.

Batch Sensitivity:

This product is batch sensitive.

Touch Up Paint:

Custom matched touch up paint is available through a third-party vendor. Please contact Steelscape for vendor details and appropriate paint codes.

Other Information:

All product information can be found at [Steelscape.com/natural-matte](https://steelscape.com/natural-matte). For additional product information, support, marketing or technical resources, please contact (888) 553-5521.

Natural Matte® SMP Additional Care and Handling:

The very light texture of the Natural Matte finish can be susceptible to marring if handled incorrectly. Common causes of marring include dragging items across the painted surface, such as metal panels and wood crating, or walking across the surface with foreign objects embedded in footwear. Additional care should be taken during the handling and installation of this product to prevent avoidable visible blemishes. Steelscape recommends the application of strippable film to avoid transit abrasion or job site delivery damage.

Please see the separate strippable film technical bulletin. In summary, Natural Matte SMP may see the premature loss of adhesion with some strippable film variants. For a list of suitable strippable film options, please contact Steelscape.