

Another Reason to Favor Top Quality Acrylic Latex Paint

good COLOR retention

Paint experts agree that top quality paints offer the best value for the money, since they tend to outperform ordinary grades of paint in a variety of ways. A prime example is their superior color retention.

Color retention is the capability of paint to maintain its color on exposure to the elements.

Using a paint with good color retention is important on multi-color exterior paint schemes.



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While all exterior paints will lose some color and fade over time, top quality acrylic latex paints tend to hold their color far better than ordinary latex paints – better, too, than oil-based or alkyd paints.

There are two main reasons for this: the high level and quality of binder that is found in top quality acrylic latex paints; and the durability of their pigmentation.

High quality acrylic binder not only helps the paint adhere to surfaces – it also binds the pigment particles into a tough, flexible paint film. Paints containing high quality binder tend to chalk less, a process that can rob an exterior paint of its color.

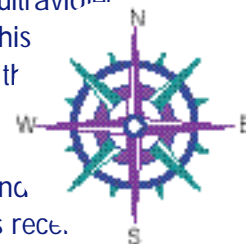
In addition, top quality exterior paints are made with pigments that are highly durable compared to the extender pigments used in some lower quality flat paints. These higher quality pigments resist breaking down on exposure, while some extender pigments are prone to chalking, which can harm color retention.

High quality binder and pigment do add some cost to top quality exterior paint. But these ingredients help ensure that an exterior paint job will retain its color for years! •

Quick tips on COLOR retention

1 Inorganic colored paints like red and brown earthtones usually have better color retention than organic colors like bright blues and reds.

2 Direction of exposure can have a significant effect on color retention. Southern exposure gets the most direct sunshine, and its ultraviolet radiation makes this the direction with the greatest tendency for color loss in paint. Western and eastern exposures receive less direct sunshine and therefore have less of a tendency for color loss. Northern exposure typically is least affected by color loss problems.



3 Top quality exterior latex paints retain their color better than oil-based paints, alkyd paints, and ordinary grades of exterior latex paint.

