



## The Effects of Color Selection on a Coatings Performance

Some colored pigments are inherently more durable than others. The more durable pigments come from naturally occurring sources and are termed “inorganic.” Less durable pigments are man-made synthetics and are termed “organic.”

Organic pigments are used to create clean, bright colors, and are best used interior. Inorganic pigments create earth-tone colors and are suitable for use both inside and out. When a color is made using organic and inorganic pigments in combination, the color changes tone during weathering as the less durable organic pigment fades at a faster rate than the more durable inorganic pigment.

Exterior coatings tinted using organic pigments tend to fade at a considerably faster rate than those tinted using inorganic pigments. Only when a single organic pigment is used in deeper colors is the tendency to fade reduced. This is referred to as using the organic pigment in a “mass tone.”

Caution is advised when selecting colors when low cost and low maintenance is an issue. In general, it is best to avoid most shades of pink, peach, salmon, yellow, orange, yellow-green, lavender, purple, and light blue for exterior use. These colors are among those which tend to require more coats to cover, or fade faster, or both. Complete Coatings personnel are available for assistance in selecting colors which are more durable for exterior use.

In addition to natural premature fading with organic pigments, another possible concern is alkali resistance. Certain organic pigments have been known to fade on masonry and stucco due to high pH. This is especially accentuated in our market area where high heat and ultraviolet rays are present. It is important that masonry substrates cure at least the necessary time to achieve a pH of 10.0 or lower for best coating performance.