



# COLOUR INFORMATION

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## Understanding and Planning for Colour Fading

Ultraviolet rays break down chemical bonds called chromophores, which are present in dyes and paints. The colour(s) we see are based upon these chemical bonds and the amount of light that is absorbed in a particular wavelength.

Ultraviolet rays or sunlight, can therefore cause a bleaching or degradation affect which may be more noticeable in brighter, more intense colours.

### Colours Which Fade Quicker

An individual pigment's resistance to UV degradation is known as its 'light-fastness'. Unfortunately very few colours are achieved by using just one pigment, so it becomes difficult to predict the 'light fastness' of a mixed colour, particularly since the actual pigments can react chemically with light as well as with one another (either improving or reducing the potential fade).

In general, the clean and bright gold, red, orange and violet tones fade (or lighten) significantly more than the blue, green and terracotta range of colours.

As you would expect, fading is also affected by the length of time the surface is exposed to direct sunlight and given enough time, all colours will show some change.

### Slow the Fading Process With Quality Coatings

The speed in which a coloured coating will fade also has a great deal to do with the type of paint or coating used. Coatings which contain high quality acrylic resins will fade significantly slower than lower quality paints.

Coloured coatings which contain more light-fast pigments, such as RSA's *955 Impact* range are worth investing in.

### Be Realistic and Plan for Colour Fade

When selecting a colour scheme for a home or project, it is important to keep the potential for colour fading in mind and seek advice from the manufacturer about the coating and its expected lifespan.

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Render Systems Australia – A Division of River Sands Pty Ltd

683 Beenleigh-Redland Bay Rd, Carbrook, Qld 4130 PO Box 4127 Loganholme DC Qld 4129 Phone: 07 3287 6444 Fax: 07 3287 6445

#### Service Centres

Rocklea: Phone: (07) 3875 1557 Fax (07) 3875 1565 Geebung: Phone: 07 3865 6888 Fax: 07 3865 8777 Gold Coast: Phone: 07 5596 2399 Fax: 07 5596 2799

Sunshine Coast: Phone: (07) 5438 8900 Fax: (07) 5438 8899

ACN 009 919 215 ABN 41 009 919 215 [www.renderystemsaustralia.com.au](http://www.renderystemsaustralia.com.au)