


NEVERFADE®
FAÇADE RESTORATION COATINGS

WITH
KYNARAQUATEC®
TECHNOLOGY



**COMMERCIAL
CASE STUDY**

STEWART PAINTING
APPLICATOR

LAZER MANUFACTURING
DISTRIBUTOR

 **ORLANDO, FLORIDA**

Durable Exterior Coating Gets New HQ Building Ready for the Long Haul

Orlando, Fla. (November 18, 2020) – When the Florida Roofing & Sheet Metal Contractors Association (FRSA) designed its new headquarters, they knew it needed to be built with materials that were energy-efficient, code-compliant and long-lasting. To ensure a long-lasting exterior, they turned to coatings and component finishes made with Kynar 500® and Kynar Aquatec® PVDF resin.

“As a leading trade association, we wanted to make sure the building represented the roofing industry in a positive way,” said Lisa Pate, CEM, Executive Director, FRSA. “We were familiar with Kynar 500® finishes that have been trusted by architectural metal component OEMs for 50 years, so we knew it would be aesthetically pleasing and provide the durable protection we needed for our roof and gutters. Then, we were pleasantly surprised to find out that Kynar® is also a key ingredient in APV Engineered Coatings’ NeverFade® Coatings that can be used on the stucco façade and applied in the field.”

APV
ENGINEERED COATINGS

EMULSION COATINGS TECHNOLOGY

NeverFade® Coatings contain Kynar Aquatec®, a water-based resin that, unlike Kynar 500®, does not need to be baked at temperatures over 375°F, making it ideal for air-dry, field-applied coatings. The premium, weather-resistant coating can be easily applied to a variety of substrates, including metals, plastics, concrete, fiber cement, stucco, EIFS and previously painted surfaces.

“The use of Kynar Aquatec® and complex inorganic pigments gives NeverFade® the ability to resist film erosion, chalking and fading caused by harsh UV exposure,” explained Erin Neff, Director of Marketing and Business Development, APV Engineered Coatings. “Degraded and faded paint is so commonly seen throughout Florida, which is one of the harshest environments in the country.”

APV backs the coating’s no-fade performance by a 15-year product-and-labor guarantee, which is transferrable to future building owners. If the coating fades by a ΔE of five or higher, APV will replace the product and cover the labor cost of re-coating. This warranty is unique to the architectural coatings industry.

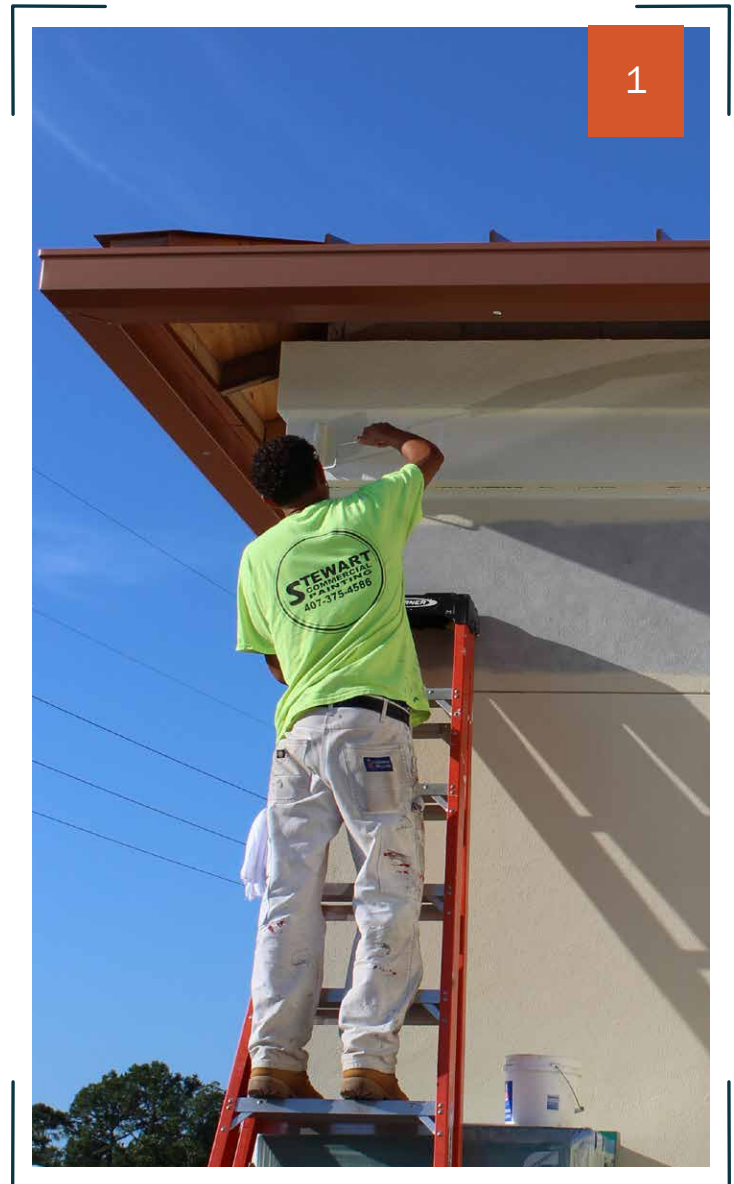
“We were extremely interested in NeverFade® Coatings because every painted surface in Florida seems to turn chalky after a short period of exposure to the heat, humidity and wind-driven rain that are common here,” said Pate. “NeverFade® exceeded my expectations. We estimate that by using NeverFade®, we’ll be able to avoid three rounds of repainting, allowing FRSA to save thousands of dollars in labor costs over those 15 years.”

According to the project’s coating contractor, NeverFade® has application advantages as well: “NeverFade® is probably one of the smoothest coating systems I’ve ever used,” said Jamie Stewart of Stewart Painting in Eustis, Florida. “It brushed and rolled onto the surface easily and provided excellent coverage. Plus, it was ‘clean’ out of the bucket, unlike other coatings I’ve used that contain clumps or sediment.”

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LISA PATE, EXECUTIVE DIRECTOR

FRSA



SUPPLY CHAIN PUTS ALL HANDS ON DECK

Michael Roberts of Lazer Manufacturing served as the heart of the project team. Lazer Manufacturing, a Miami, Florida-based master distributor of NeverFade® and other custom specialty building products, has been proud partners of the FRSA and its members for more than 30 years. The third-generation family business “takes care to do things the right way every time,” according to Roberts.

“As soon as Lisa at FRSA told us about the project, we knew we could bring together the right group of products and people who would approach the task with integrity, sincerity and plain old hard work,” said Roberts. “The project was remarkable in the way everyone in the supply chain was devoted to its success.”

Through multiple tele- and video-conferences instead of in-person visits prohibited by the COVID-19 pandemic, APV worked together with Lazer to conduct site and substrate evaluations to specify the coating chemistry needed, as well as provided guidelines for surface preparation, coating mock-ups and inspections. APV provided the colors Soft Sandstone for the stucco and Colonial White for the trim. Roberts worked closely with Jamie Stewart, who was new to NeverFade®, to make sure he and his team understood the application process.

“Our team of experts at APV are always involved at every step of every project, to ensure a high-quality installation that will last 20 years or more in the field,” Neff said.

“Watching all the components of the building come together was educational and informative,” Pate concluded. “Each of the companies involved was amazing in their support. Our new building is beautiful, functional and a first-class facility to take FRSA into our 100th year and beyond.”



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Jaime Stewart

STEWART PAINTING



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ABOUT APV ENGINEERED COATINGS

Founded in 1878, APV Engineered Coatings custom formulates and manufactures industrial coatings and advanced chemical products in Akron, Ohio. The company's innovative solutions have been integrated into a variety of industries for unique applications, such as aerospace, innovative textiles, and high-end building products. A licensee of Arkema Inc. in the use of Kynar® emulsion technology, APV has been developing and commercializing high-performance Kynar® resin-based coatings for field and factory applications for more than a decade.



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