





No fading, no chalking, no chipping.

Metal has rapidly become the material of choice for residential roofing. Architects are using it in new and bold ways.

Metal is durable, saves energy, is fire resistant, increases real estate value, and holds its beauty far longer than other roofing materials like composition or wooden shingles.

With all that said, metal must

still be protected from weathering by a coating that will keep the appearance looking rich and vibrant year after year. And the premier metal finishes in all the world are those based on Kynar 500 PVDF resins.

Since 1965, Kynar 500 resin-

based metal coatings have provided literally billions of square feet of protection against weathering, aging, and pollution on commercial, industrial, institutional, and residential buildings.

When compared to other

metal coating technologies,
Kynar 500 resin-based
finishes clearly deliver
superior performance.
The panels shown here, compiled by an
independent testing
laboratory, confirm
Kynar 500 resin's superior
performance over
competing technologies.

Kynar 500[®] vs. Competitors

17 YEARS EXPOSURE

KYNAR 500 SILICONE BRONZE POLYESTER

BRONZE

17 YEARS EXPOSURE



10 YEARS EXPOSURE



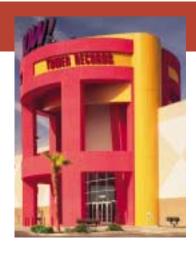
ORANGE

10 YEARS EXPOSURE











Tower Records

Architects have specified Kynar 500 resinbased metal coatings to protect commercial, industrial, and institutional buildings since 1965.

Home Depot

Can you tell where the original leaves off and the addition picks up?

The experts at Home Depot trust Kynar 500 resin-based metal coatings to maintain consistent color year after year.

Weatherability means continuity.

This house is located on the shores of Lake Erie in the United States, a region known for fierce winters. An addition was built five years after the initial construction. Obviously, the secret to building a successful addition is making it appear as if it were part of the original project. This can be a serious problem for painted metal unless the coating is based on Kynar 500® resin. Its capacity to retain a color's richness and luster—in the face of extreme weather and general wear and tear—allows you to confidently design additions without disrupting aesthetic continuity.









Arkema Inc. • 2000 Market St. • Philadelphia, PA 19103-3222

Phone: 800.KYNAR.500 • Fax: 215.419.7497 • e-mail: kynar500@atofina.com • www.kynar500.com
ATOFINA, S.A. • 4 Cours Michelet • La Defense 10 • Cedex 42 • 92091 Paris La Defense
Phone: (33.1) 49.00.80.80 • Fax: (33.1) 49.00.80.44

ADV010130.CQ.9.01.10M

Copyright 2001. Arkema Inc. All rights reserved. KYNAR 500° is a registered trademark of Arkema Inc. for its polyvinylidene fluoride (PMDF) resin.