

Title: **IMPRUV** - Mineral solution to maximize the UV durability of exterior paints

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Abstract:

Paint manufacturers are facing new challenges in developing high quality UV resistant paints at a time when their customers request more durable, long-lasting and thus more sustainable exterior paints. For many years Imerys has offered mineral solutions to reduce degradation of exterior paints due to weathering. Based on this experience, combined with their latest research in materials characterisation, Imerys is launching IMPRUV, a mineral solution with the ability of maximizing the UV durability of exterior paints by improving color stability and reducing chalking.

The new grade provides a step-change in durability, whatever binder technology is used. In the short presentation we will present our findings and the benefits of using IMPRUV.

Keywords : Exterior, UV durability, minerals