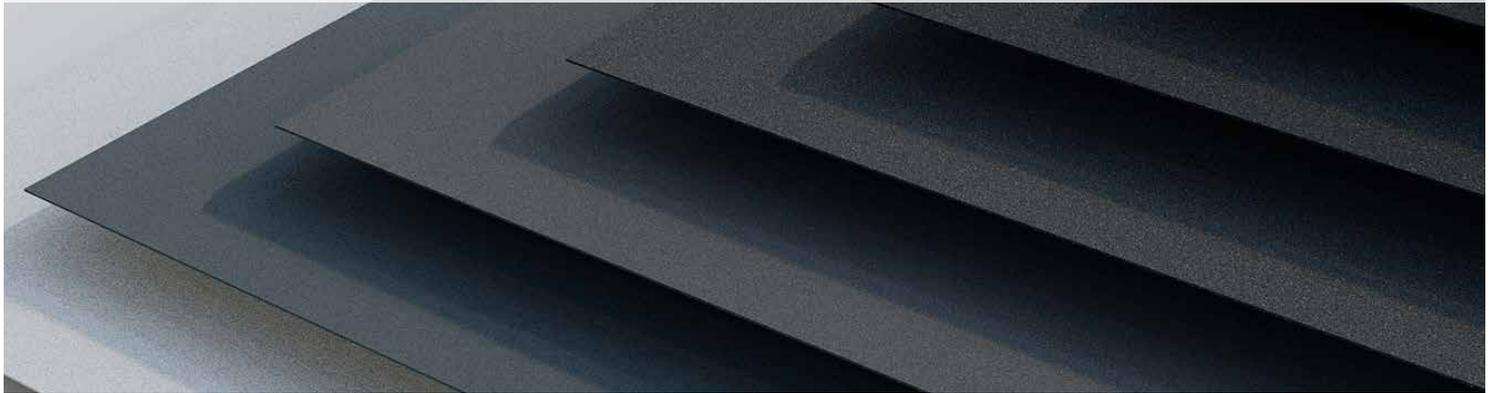




Natural Matte®

Customer Frequently Asked Questions



Product Overview:

Natural Matte® is a revolutionary pre-painted metal finish which provides robust color and an unrivaled low-gloss surface. Seizing upon the global design shift towards matte surfaces, Natural Matte evenly diffuses light, much like the elements of stone or wood, to provide a refined hue in all lighting conditions.

Product Details:

Natural Matte represents the introduction of advanced matte technology to the US that is revolutionizing building trends abroad, including in Australia and New Zealand. Unlike other low gloss options, Natural matte uses advanced light-disruptive technology. Natural Matte achieves industry-leading levels of low gloss and sheen without impacting color vibrancy and finish durability.

The advanced paint technology produces an appealing, subtle, satin surface texture.

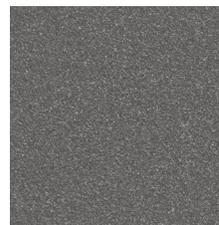
Color Range:

Natural Matte offers a palette of six refined, yet versatile colors. Inspired by nature, these colors were developed in consultation with leading industry color experts.

Warranty:

Natural Matte offers a 40-year film integrity, and 30-year color fade and chalking warranty.

Natural Matte features a proven SMP paint system backbone to provide trusted performance and outstanding durability.



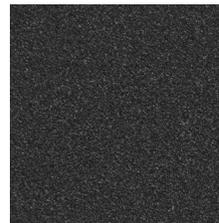
Shale
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Basalt
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Graphite
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Carbon
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Ore
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Frost
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Advantages to End Users:

Natural Matte's refined palette and delicate texture respond to emerging design themes for versatile colors with understated appeal. The sophistication of the finish improves metals integration with other materials in mixed use design.

Industry-leading low gloss and sheen levels expand the opportunities available for metal roof and wall products. Specifically, this technology can improve the application of metal in environments where glare and shine are a concern, such as restrictive HOAs. Natural Matte offers an ultra-matte finish without the need for costly custom application processes such as field painting or powder coating.

Applications:

Natural Matte is an ideal substrate for exterior roofing and siding products from corrugated profiles to residential standing seam roofing. In particular, Natural Matte suits applications where building designers are seeking a wide, flat, product surface, such as smooth siding profiles or wide-batten standing seam profiles, but are concerned with the amount of glare that these flat surfaces can create.

Substrate:

Natural Matte is available on ZINCALUME® (Galvalume®) in 24 gauge.

Inventory:

24Ga AZ50 material is available at all CMG locations.

Handling and Installation:

The very light texture of the Natural Matte finish can be susceptible to marring if handled incorrectly. Common causes of marring include dragging items across the painted surface, such as metal panels and wood crating, or walking across the surface with foreign objects embedded in footwear. Additional care should be taken during the handling and installation of this product to prevent avoidable visible blemishes.

Strippable Film:

Strippable film solutions available. Please see the separate strippable film technical bulletin.

Samples:

Samples of all six colors are available by request. Please contact us at www.cmgmetals.com/contact/.

Touch Up Paint:

Custom matched touch up paint is available through a third-party vendor. Please contact CMG for assistance and availability.

Other Information:

All product information can be found at www.cmgmetals.com/natural-matte, or call us at (800) 784-0356.

Batch Sensitivity:

This product is batch sensitive.



Coated Metals Group

Phone: (800) 784-0356

Email: info@cmgmetals.com

Address: 300 Yard Drive, Verona, WI 53593

www.cmgmetals.com

Overview:

Light Reflectance Value, or LRV, measures the amount of visible or usable light that reflects from a surface. Of note, this measures how light or dark a color will appear, rather than the concentration of reflected light at a certain angle, observed as visible surface shine.

Those familiar with metal will know that it can have significant visible shine or sheen at certain viewing angles which some end-users may dislike. Gloss and sheen are a better representation of this phenomenon. Both gloss and sheen are measured based on striking a surface with a known quantity of light and observing the amount of concentrated light reflected at a specific viewing angle. Gloss is measured at 60 degrees and Sheen at 85.

		
Color Name	Natural Matte Carbon	Standard Black
LRV	5	5
Gloss	0.9	21
Sheen	3.8	25
SRV	26	30
SRI	25	29

Natural Matte Compared To Other Paint Types

ASTM D523 Measurement	Standard Painted Metal	Low Gloss Painted Metal	NATURAL MATTE
Gloss	30-40 GU	5-15 GU	0.08 – 1.5 GU
Sheen	55-75 GU	10-25 GU	2-3 GU

Interpreting the Data:

While Natural Matte Carbon may appear like a traditional black, its interaction with light is completely different, and this is captured in the data. See how the LRV of these colors is identical, this demonstrates that the color hue will look similar, such as on a static color card or when viewed inside. LRV represents the position of the color relative to black or white and this is why both numbers are very low. However, the gloss and sheen is completely different, demonstrating the ability of the Natural Matte technology to reduce shine in installed applications. As Natural Matte uses the same underlying paint system as standard paint, including cool pigment technology, the SRV and SRI values (how much invisible, heat causing light is reflected) are similar to the standard black.