



## Deeper, Richer Colors

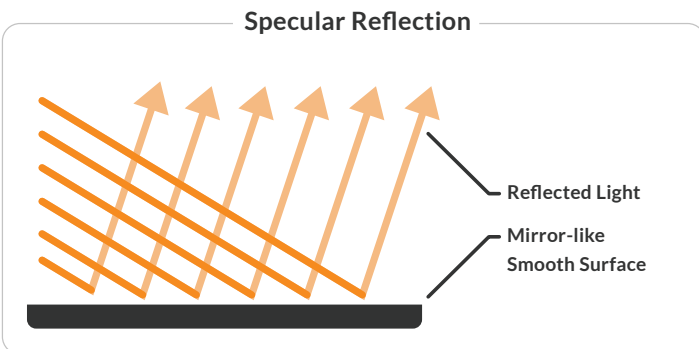
ColorScape® EverBold® is a new proprietary paver system that improves the optical properties of concrete pavers with deeper, richer color hues.

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ColorScape® EverBold® paver color enhancement (right)

Texture or surface roughness dulls colors. This is because the color that we see depends on the how light is reflected and absorbed by an object's surface characteristics. Light may be scattered, reflected or absorbed by a surface, however, the color that we see depends on what is absorbed.

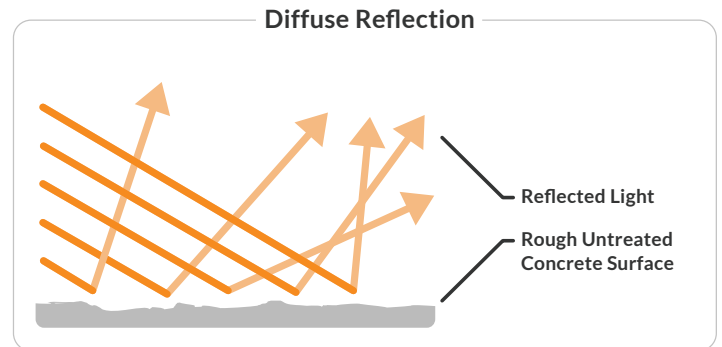


When we look in a highly polished mirror we see our reflection because mirrors reflect almost all incoming light in a parallel orientation, with very little scatter.

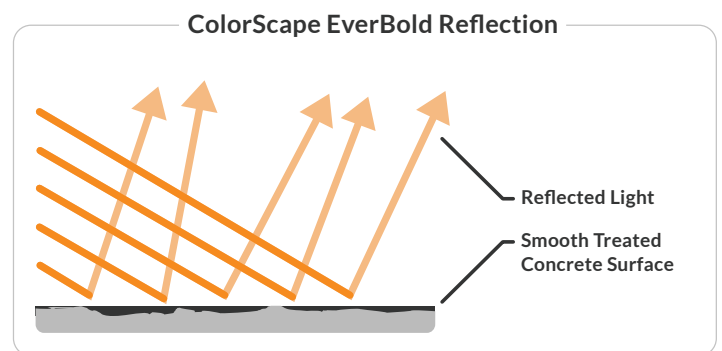
This highly focused reflection is called "specular reflection" and is often used to describe the highlight or glare visible on a brightly lit or shiny object.

ColorScape® EverBold® works to fill in surface roughness, reducing diffuse reflection and increasing specular reflection. This is why concrete treated with ColorScape® EverBold® has deeper, richer colors.

ColorScape® EverBold® is not a sealer, and does not create a glossy or wet look on the surface.



When a rough concrete surface is dry and not polished, much of the incoming light is scattered and can overwhelm the reflected color. The net effect is that the surface may appear light and washed out no matter from what angle it is viewed.



### What do inline pavers have that other pavers don't?

Deeper, Richer Colors	Mimic natural stone Highlight architectural details Patterns pop
More Color Choices	Actual reds, not pink or orange
Acid rain and UV resistant	Colors retain intensity for years



## Protection from Fading

Concrete fades when exposed to ultraviolet radiation from sunlight. The technical term for color fading is photodegradation. Light absorbing color bodies, called chromophores, are present in pigments and dyes. The color(s) we see are based upon these chemical bonds and the amount of light that is absorbed in a particular wavelength.

Ultraviolet rays can break down the chemical bonds which results in less light of the color being reflected. To our eye the color then looks less vibrant. ColorScape EverBold contains powerful UV protection that reduces fading – no more tired looking pavers!

Pigments are an important contributor to paver colors, however it is not pigment fading that causes many color failures. Pigment particles are held in the cementitious and fine aggregate paste blend that binds the coarser aggregates together. Over time, through mechanical wear (such as foot or vehicular traffic) and chemical wear (acid rain, acid based cleaners or freeze thaw exposure), the fine particles on the surface of the paver may be worn away leaving a dusty residue and larger uncolored aggregates exposed, causing the paver to look faded.

Good quality pavers with high strength and low absorption will retain surface and color integrity over time. Integral admixtures combined with color enrichment systems can help to raise paver quality and preserve color depth and hues.

## How Long Does ColorScape EverBold Protection Last?

ColorScape® EverBold® is applied during the production process and cured into the concrete matrix so it will not wash off, and is resistant to light and moderate abrasion. When applied to pavers that meet ASTM C140 requirements, ColorScape® EverBold® will last for years.

ColorScape® EverBold® may be abraded off by vehicular traffic, so it is not recommended for this purpose.



## Who Needs ColorScape Everbold Inline Treated Pavers?

Customers value enhanced color performance

High-end custom projects	Outdoor chef kitchens and living rooms
	Projects with architectural details that should pop
	Look of natural stone, for use in combination with natural stone
Contemporary designs	Intricate patterns that rely on vibrant colors to be effective
Acid rain and UV exposed areas	Rich monotonous, crisp details
	Roof decks, pool decks, plazas and parks

### We hope that information presented here is helpful.

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