

Dulux[®]

WEATHERSHIELD[®]

PROTECTION AGAINST THE HARSHTEST WEATHER CONDITIONS

**Our Toughest
Paint Yet**

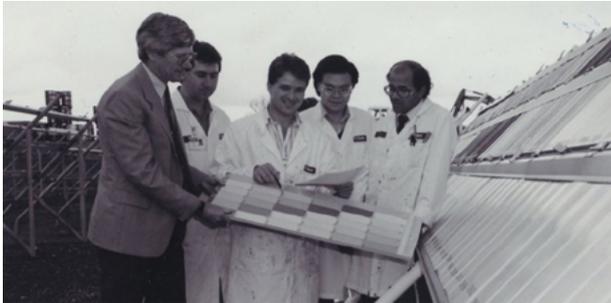


**NEW &
IMPROVED**

**Superior durability with
a longer lasting finish**

Over 50 years of exposure testing around Australia and New Zealand!

Dulux® has a long history of putting our Australian-made paint to the test



We test Dulux® Weathershield® in some of the harshest environments

Our exposure testing site in far north Queensland gets exposed to the most extreme weather conditions.



Our testing goes even further

We use accelerated weathering equipment allowing us to condense years into months.

One such test is Q-Sun Xeon arc weathering – exposing panels to cycles of intense moisture, heat and light. This allows for faster iterative development in a controlled environment.

Why Weathershield?

Dulux Weathershield is specially designed to provide a tough finish that protects against the harshest weather conditions and keeps your property looking better for longer.

In order to maintain long-life protection from all weather conditions, Dulux Weathershield has made some exciting formula updates.

The new and improved Dulux Weathershield maintains all the great features that everyone knows and loves, whilst demonstrably improving durability.

Dulux can provide a 25 year warranty on non-residential projects that Dulux Weathershield will not blister, flake or peel, provided it is applied according to an approved written Dulux DuSpec+ Specification. For more information on warranty documentation, speak with the Dulux team.

Backing our performance with
a 25-year warranty
on non-residential projects

What's new

Current

- ✓ MaxiFlex® Technology
- ✓ Self priming on most surfaces
- ✓ Tough & hard wearing
- ✓ UV protection
- ✓ Helps resist mould, dirt and stains
- ✓ Long lasting colour
- ✓ Minimum 10°C application



New

- ✓ MaxiFlex® Technology
- ✓ Self priming on most surfaces
- ✓ Tough & hard wearing
- ✓ Strong sun protection
- ✓ Mould and algae resistance
- ✓ Improved dirt resistance
- ✓ Easy to wash down
- ✓ Colour fade resistance
- ✓ Minimum 5°C application
- ✓ Extended open time



Classic vs Aesthetic Durability

The exterior of houses and properties are consistently exposed to some extremely harsh weather conditions. Durability in these harsh conditions is more than one thing, its the combination of classic durability and aesthetic durability that gives Dulux Weathershield its superior durability.



Classic durability

Classic durability is how well the paint adheres to the surface, protecting your property for years to come.

Dulux Weathershield protects properties against:

- ✓ Peeling
- ✓ Flaking
- ✓ Blistering

Aesthetic durability

Aesthetic durability is how well the paint maintains its freshly painted look over time by combining:

- ✓ Improved colour fade resistance
- ✓ Improved mould and algae resistance
- ✓ Improved dirt resistance
- ✓ Improved sheen level retention



Resistance to colour fading

What is resistance to colour fading?

Resistance to colour fading refers to the paint's ability to maintain its true original colour over time.

Why is it important?

Australia and New Zealand have some of the harshest weather conditions on earth, particularly UV levels. Over time due to exposure, all paint colour will fade or change, however Dulux Weathershield's resistance to colour fading means that the paint will keep its true colour for longer minimising differences between painted areas with different UV exposure.



Here's the proof



Painted panels are placed in an accelerated weathering machine which exposes part of the panel to extreme heat and UV for over 1,000 hours.



DULUX WEATHERSHIELD



COMPETITOR

Under the harsh conditions, the difference in colour between the exposed section and non exposed section is minimal in Dulux Weathershield vs the competitor.



CHECK OUT A VIDEO OF THIS TEST IN ACTION

Sheen level retention

What is sheen level retention?

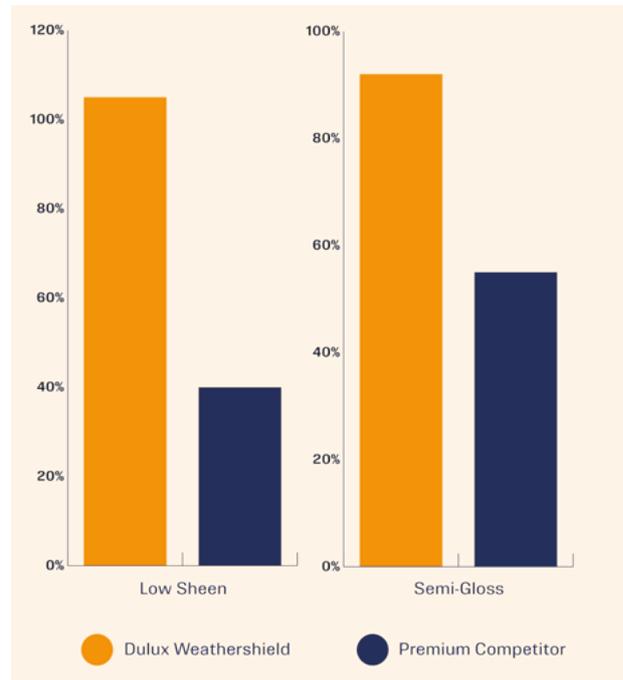
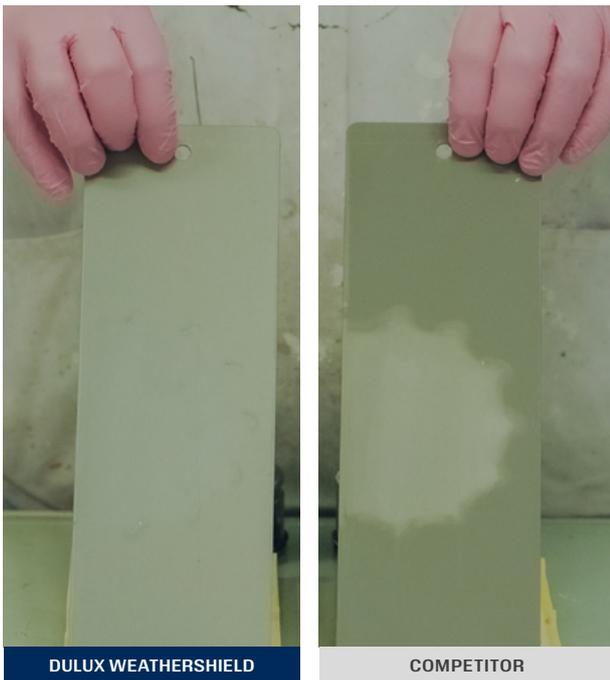
Sheen retention refers to the paint's ability to maintain its original sheen level over time.

Why is it important?

As a surface is subjected to weather exposure it will start to get worn away and degradation residue will build up on the surface. This will cause the original sheen to change. These changes in a paint's original sheen level can contribute to the paint looking old and worn. Dulux Weathershield's new formula has excellent UV protection, meaning it keeps its original sheen level for longer.



Here's the proof



To test sheen retention, we expose Dulux Weathershield to 1,000 hours of extreme UV and heat in our Q-Sun machine. We also use a gloss meter that measures sheen to accurately quantify how well Dulux Weathershield has retained its sheen level after 1,000 hours in the machine. Across Low Sheen and Semi-Gloss, Dulux Weathershield shows minimal change in its sheen level, while the competitor product experiences a much greater change. This pattern is consistent across all sheen levels and shows Dulux Weathershield's improved sheen level retention.



CHECK OUT A VIDEO OF THIS TEST IN ACTION

Mould and algae resistance

Mould and algae resistance

Mould resistance refers to the paint's ability to protect against mould and algae growth over time.

Why is it important?

No one wants a mouldy property. As well as looking unsightly, it will release spores into the air and potentially damage the substrate it is painted on. We carry out controlled mould and algae growth in the lab under controlled conditions, allowing for faster testing of our paints. Dulux Weathershield's formula has built in protection against mould and algae.



Here's the proof



We perform mould and algae growth tests in the lab under controlled conditions, allowing for faster testing of our paints. We also conduct real world testing in tropical environments.



DULUX WEATHERSHIELD



COMPETITOR

After 14 days in the humidity chamber, there is significantly less mould and algae growth on Dulux Weathershield vs the competitor.



CHECK OUT A VIDEO OF THIS TEST IN ACTION

Improved dirt resistance

Improved dirt resistance

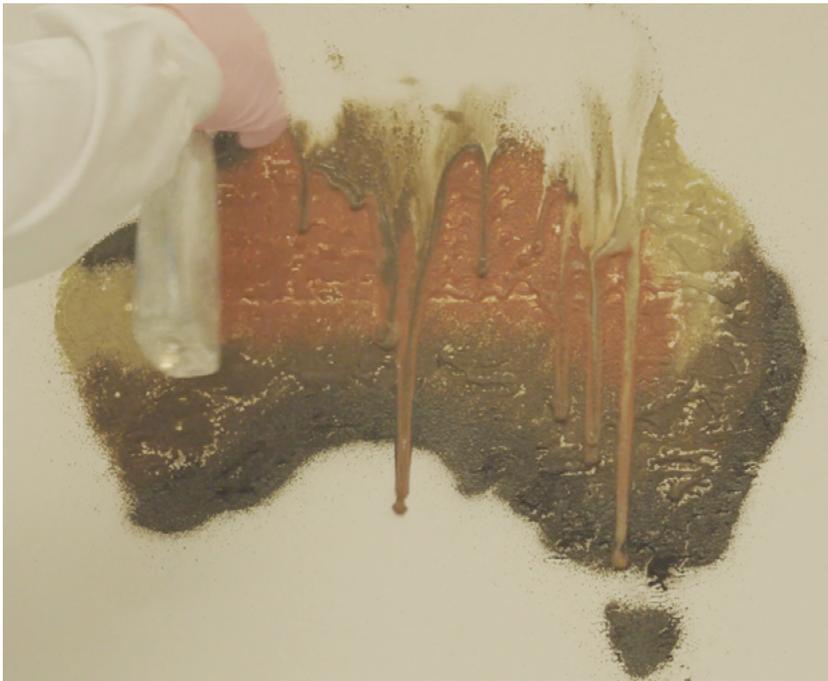
Dirt resistance refers to how well a paint protects against dirt pickup over time, and how easily dirt can be washed off.

Why is it important?

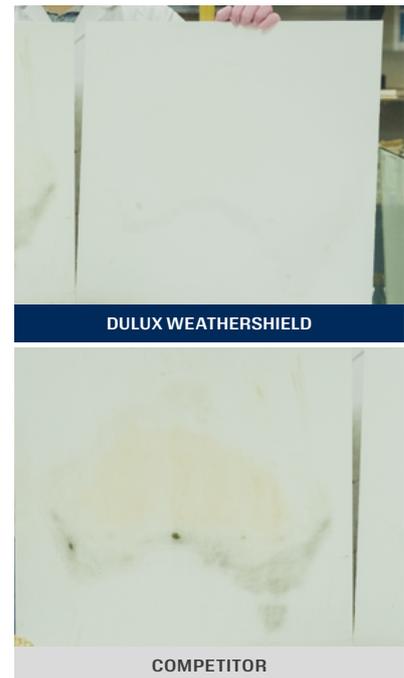
Dirt can collect on properties via rain, wind and other everyday occurrences. When paint picks up dirt, it loses that freshly painted look and impacts colour retention. Dulux Weathershield's improved dirt resistance keeps the outside of properties looking cleaner for longer by allowing easier wash off.



Here's the proof



Various types of dirt are applied to a painted surface and left to set in. The dirt is then sprayed off with water and wiped away.



Under the harsh testing conditions, the difference in dirt resistance between the two products is exposed. Dulux Weathershield sheds off significantly more dirt than competitor.



CHECK OUT A
VIDEO OF THIS
TEST IN ACTION

Dulux Weathershield Product Range

Dulux Weathershield is available in Dulux World of Colours and in a range of sheen levels that provide a hard-wearing finish.

Matt

Matt paint has low light reflection which gives it a stylish, sophisticated finish for exterior features like a front fence.

Recommended for masonry, rendered or textured surfaces.



Low sheen

Low sheen paint forms a velvety finish that is super hard wearing and easy to keep clean.

Recommended for weather boards, gutters, fascias, posts, trim, eaves and front doors.



Most popular!

Semi gloss

Semi gloss paint has a slightly glossy appearance but isn't as reflective as gloss paints. It's perfect for matching the sheen of metals like Colorbond® steel.

Recommended for everything except eaves.



Gloss

Gloss paint has a high sheen and is perfect for exterior trims, balustrades, handrails and gutters.

Recommended for doors and trims.



See the full range at dulux.com.au/specifier

*Dulux can provide a 25 year warranty on non-residential projects that Dulux Weathershield will not blister, flake or peel, provided it is applied according to an approved written Dulux DuSpec+ Specification. To understand the full warranty terms and conditions and whether your project is eligible, please contact the Dulux team for more information.

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