

ICONICA 2022

Alesta® SD architectural powder coatings



ICONICA is a collection of Alesta® SD, SuperDurable powder coatings for metal substrates in architecture and design.

The ICONICA collection is part of our range of super durable powder coatings based on high performance polyester resins featuring exterior grade pigments of the highest quality.

Alesta® SD is a premium weather- and UV resistant coating for the sunniest environments, Qualicoat Class II, GSB Master and AAMA 2604 and is supported by a warranty of up to 25 years*.

Target applications

- Aluminium curtain walls for prestigious buildings
- Doors, window frames, cladding and other parts in architecture and construction
- Buildings in severe environments
- High-end outdoor furniture and design
- Urban furniture, shopping fittings, lighting and any other industrial applications where resistance to atmospheric aggression is essential.

Highlights & benefits

- Excellent outdoor weathering resistance , adapted to severe environments
- Very good mar resistance
- Optimized and homogeneous baking conditions for all finishes resulting in an overall energy saving.
- Qualicoat Class 2, GSB Florida 3 and AAMA2604
- Available in a wide selection of colours, effects and gloss levels
- Special interest for large projects, exposed systems like gate, veranda, pergola & also high-end outdoor furniture & lighting

- Longer life cycle (aesthetic) & sustainable choice
- Able to increase quality of aluminium systems with a limited extra cost versus benefits
- Up to 25 years of warranty (under conditions)
- Lower maintenance costs

*** Warranty**

Our Alesta® SD ranges are supported by warranties. The warranties are valid when the product is applied by an Axalta approved applicator and under the Axalta prescribed conditions. In order to determine the years of warranty the project to be coated needs to be evaluated before starting it. The warranty will be signed with the approved applicator. Contact your local sales engineer of architectural colour expert for more information.

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The three key features of ICONICA are performance, sustainability and trends.

PERFORMANCE

Produced according to Axalta’s Alesta® SD quality, the ICONICA coatings are based on a super-durable polyester resin system. The collection combines higher grade pigments and stabilisers with outstanding exterior durability that extend the life cycle of architectural projects.

The ICONICA coatings are assessed for gloss and colour retention, for all colours, in the most severe environments. This includes testing for strong UV exposure, high temperatures and high humidity.

Standing the test of time, and with excellent scratch or mar resistance, the ICONICA products exceed the Qualicoat Class II standards. Axalta’s 25-year warranty guarantees that the coatings’ gloss and overall aesthetic appearance is retained.

For the metallic finishes, the highest bonding standard has been used, ensuring consistent colour during application, and avoiding colour variations between different batches.

ICONICA’s scratch or mar resistance proven with the Martindale test.

The Martindale test is used to measure the mar resistance of a coated surface. Also known as the rub test, Martindale tests are undertaken to test the scratch and mar resistance and to meet QUALICOAT specifications.

According to this test, the gloss retention shall be at least 30% for smooth finishes and at least 60% for textured finishes in a super durable class 2 powder coating.

All ICONICA Alesta® SD products exceed these specifications, with a gloss retention on average 70 to 90%.

ICONICA Alesta® SD finish	QUALICOAT specification Gloss retention %	ICONICA Alesta® SD test result average Gloss retention %
Smooth	Minimum 30%	70-90%
Semi-Gloss/Gloss	Minimum 30%	70-90%
Fine Textured	Minimum 60%	70-90%

SUSTAINABILITY

Powder coatings contain no solvents, and release negligible amounts of VOC’s into the atmosphere, making them a sustainable choice compared to solvent-borne coatings, with negligible impact on indoor air quality.

The ICONICA powder coatings may contribute towards LEED (Leadership in Energy and Environmental Design) credits, and all of the products in the range are backed by type III Environmental Product Declaration (EPD).

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







TRENDS

Colour themes curated for today's buildings

The ICONICA collection presents four distinctive colour themes for today's built environment, Natural Crafts, New Minimalism, Comforting Shelter and Celestial Space. From nature-inspired hues to metallics and new minimalism; from comforting earthy tones to the colours of the solar system: the ICONICA collection of super durable coatings are all inspired by a unique connection to the world around us. Working closely with architects, designers and other stakeholders in the built environment, Axalta's architectural colour experts help guide our product innovation.

The new* ICONICA collection of coatings is a result of Axalta's own colour research, in collaboration with colour forecasting agency Francq Colors Trend Studio, which focuses on architecture and high-end design.











Natural Crafts

 Grained Stone* SD034C7041020	 Verdigris SD031C6027020
 Metallic Earth* SD031C8042020	 Brown Slate SD030C8004020
 Nordic Lichen SD301C5008020	 Beige Limestone SD031C1007020
 Precious Sand SD031C8006020	 Senere Snow SD031C9001020
 Arctic Ice SD031C7002020	 Earth Clay SD031C8005020

Comforting Shelter

 Russet Scarabea* SD201C3153320	 Pearly Copper* SD201C8802920
 Timeless Rust SD034C8023020	 Shimmering Anthracite* SD031C7049620
 Urban Cement SD301C7018020	 Copper Glimmer* SD031C8112520
 Smoked Steel SD031C8025020	 Groovy Red SD301C3013020
 Archival Blue* SD031C5114020	 Quartz Glint* SD034C1122920

New Minimalism

 Opal Grey* SD801C7044020	 Original Platinum SD301C7037020
 Intense Carbon SD301C4014020	 Fine Pearl SD301C9034020
 Metallic Asphalt SD031C4020020	 Modern Khaki SD130C6026020
 Silver Glow* SD701C7050420	 Marble Green* SD031C6043020
 Blue Workshop SD031C5029020	 Cast Iron SD031C4900520

Celestial Space

 Lunar Chrome* SD801C7046020	 Gold Supreme SD031C1033020
 Crescent Glow* SD031C1103520	 Simply Copper SD301C2040020
 Anodised Silver SD201C7035020	 Grey Gold SD301C7031020
 Noble Bronze SD301C8039020	 Moonphase Grey* SD701C7045020
 Techno Black SD801C4038020	 Sunny Gold SD301C1032020