

// 2022 //



# ICONICA

Alesta® SD powder coatings for metal substrates

## 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 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.

## 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 Environmental Product Declaration (EPD).

## TRENDS

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.

Also available in Ceranamel™ E7000-SD AAMA 2604 compliant liquid coating technology



## OUR WORLD HAS CHANGED

ICONICA is a collection of super durable powder coatings for a new beginning affecting how we live, work and play.

As designers, architects and innovators worldwide find ways of living that are better for the planet and its people, the colours and textures we surround ourselves with are changing too.

It's a time of coming together to solve universal problems. Technology and science are helping us design and build with a minimal footprint, using fewer materials and resources, and replenishing rather than wasting. Today we are designing for the long term – for resilience, quality, and performance over time – knowing that we are part of a bigger system where light and darkness, the sun and the moon, the natural and the man-made need to coexist in harmony.



Metallic Earth  
SD031C8042020



Grained Stone  
SD034C7041020



Nordic Lichen  
SD301C5008020



Precious Sand  
SD031C8006020



Arctic Ice  
SD031C7002020



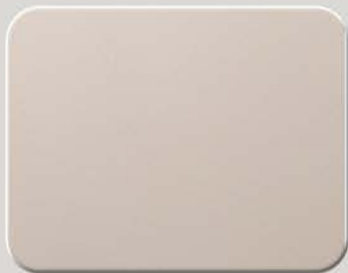
Verdigris  
SD031C6027020



Brown Slate  
SD030C8004020



Beige Limestone  
SD031C1007020



Senere Snow  
SD031C9001020



Earth Clay  
SD031C8005020



## NATURAL CRAFTS

Like gardeners, we need to nurture, protect and sustain our planet - promoting harmony and well-being for every living being. The coexistence of natural elements and human traditions of crafting have inspired this selection of colours; from clay, sand and limestone to chlorophyll and lichen.



Timeless Rust  
SD034C8023020



Russet Scarabea  
SD201C3153320



Smoked Steel  
SD031C8025020



Urban Cement  
SD301C7018020



Pearly Copper  
SD201C8802920



Archival Blue  
SD031C5114020



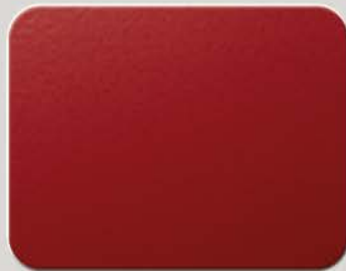
Copper Glimmer  
SD031C8112520



Shimmering Anthracite  
SD031C7049620



Quartz Glnl  
SD034C1122920



Groovy Red  
SD301C3013020



## COMFORTING SHELTER

As global challenges preoccupy our minds, comfort is found at the intimate scale of home and community. Invoking feelings of calmness and safety, these colours are inspired by the human instinct for shelter, creating intimate and cave-like environments to withdraw, rest and slow our pace. Spaces where daylight and shadows play beautifully on dark, saturated reds, browns and greys.



Intense Carbon  
SD301C4014020



Opal Grey  
SD801C7044020



Silver Glow  
SD701C7050420



Metallic Asphalt  
SD031C4020020



Original Platinum  
SD301C7037020



Blue Workshop  
SD031C5029020



Modern Khaki  
SD130C6026020



Fine Pearl  
SD301C9034020



Cast Iron  
SD031C4900520



Marble Green  
SD031C6043020



## NEW MINIMALISM

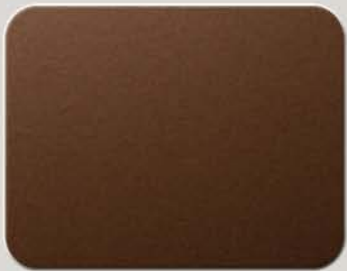
Combining metallic finishes with sleek and functional colours, this selection echoes the spirit of new minimalism and using only what is needed to leave a smaller footprint on this Earth. Innovation and technology lead the way to efficiency, resilience and durability; minimising waste and safeguarding the world's natural resources.



Crescent Glow  
SD031C1103520



Lunar Chrome  
SD801C7046020



Noble Bronze  
SD301C8039020



Anodised Silver  
SD201C7035020



Gold Supreme  
SD031C1033020



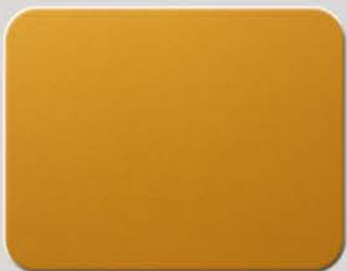
Techno Black  
SD801C4038020



Grey Gold  
SD301C7031020



Simply Copper  
SD301C2040020



Sunny Gold  
SD301C1032020



Moonphase Grey  
SD701C7045020



## CELESTIAL SPACE

Inspired by the solar system and the natural circadian rhythms connecting us all, this palette explores silvers, golds and colours drawn from celestial bodies such as the sun, moon and the stars. As we wake up to the realisation of how fragile our planet is, we ask ourselves what is beyond Earth.

For questions please contact  
your local sales office.



[WWW.POWDER.AXALTA.COM](http://WWW.POWDER.AXALTA.COM)

**EN** ICONICA is part of the Alesta® SuperDurable powder coatings range for metal substrates, based on a super durable polyester resin technology and offering superior exterior durability. Alesta® SuperDurable is ideal for buildings where aesthetic stability is essential and for any application in high UV level environments. Alesta® SuperDurable meet the requirements of Qualicoat Class II, GSB Florida 3, BS EN 12206 and AAMA 2604. Designed by trends experts, ICONICA was brought to life to inspire the design and architecture of tomorrow. All ICONICA metallic finishes were made using Axalta's unique technology, ensuring excellent finish consistency even in difficult application conditions.

**FR** ICONICA fait partie de la gamme Alesta® SuperDurable, des peintures en poudre à base de résines polyester super durables offrant une tenue aux intempéries supérieure. Alesta® SuperDurable est idéal pour les bâtiments dont la durabilité de l'aspect est essentielle et pour toutes les expositions à fort ensoleillement. Alesta® SuperDurable est conforme aux labels Qualicoat Classe II, GSB Florida 3 ainsi qu'aux normes BS EN 12206 et AAMA 2604. Elaborée par des experts en tendances, ICONICA a été créée pour inspirer le design et l'architecture de demain. Toutes les finitions métallisées ICONICA sont élaborées à partir d'une technologie Axalta unique afin s'assurer une excellente homogénéité d'aspect même dans des conditions d'application les plus difficiles.

**DE** Die neue Farbkollektion ICONICA ist Teil der Alesta® SuperDurable Pulverlacke für Metalluntergründe, basierend auf einer extrem haltbaren Polyesterharz-Technologie, die eine hohe Wetterbeständigkeit garantiert. Alesta® SuperDurable ist ideal für Architekturprojekte, bei denen ästhetische Stabilität und hohe UV-Resistenz unerlässlich ist. Selbstverständlich erfüllt die Produktreihe Alesta® SuperDurable die Anforderungen der Qualicoat Klasse II, GSB Florida 3, BS EN 12206 und AAMA 2604. ICONICA wurde mit Hilfe internationaler Trend-Experten kreiert, um das Design und die Architektur von heute und morgen zu inspirieren. Alle Farbtöne dieser Kollektion wurden mit einer einzigartigen Technologie von Axalta hergestellt, die auch bei schwierigen Anwendungsbedingungen eine ausgezeichnete und einheitliche Oberfläche gewährleisten.

**TR** ICONICA metal yüzeyler için yüksek dayanıklı polyester reçine teknolojisine dayanan ve olağanüstü dış dayanıklılığa sahip Alesta® SuperDurable toz boyalarının bir parçasıdır. Alesta® SuperDurable, estetik olarak dengenin gerekli olduğu binalarda ve yüksek UV seviyeli ortamlarda herhangi bir uygulama için idealdir. Alesta® SuperDurable Qualicoat Class II, GSB Florida 3, BS EN 12206 ve AAMA 2604 gereksinimlerini tam olarak karşılar. Yenilikçi uzmanlar tarafından tasarlanmış ICONICA, yarının tasarımına ve mimarisine esin kaynağı olmak için hayata geçirilmiştir. Tüm ICONICA metalik kaplamalar, zorlu uygulama koşullarında dahi mükemmel sonuç sağlayan Axalta'nın eşsiz teknolojisini kullanarak yapılmıştır.

**NL** ICONICA maakt deel uit van het gamma Alesta® SuperDurable poederlakken voor metalen substraten, gebaseerd op een super duurzame polyesterhars technologie en biedt een superieure buitenduurzaamheid. Alesta® SuperDurable is ideaal voor gebouwen waar esthetische stabiliteit essentieel is en voor elke toepassing in omgevingen met een hoog UV-niveau. Alesta® SuperDurable voldoet aan de eisen van Qualicoat Class II, GSB Florida 3, BS EN 12206 en AAMA 2604. Ontworpen door trendspecialisten, werd ICONICA tot leven gebracht om het ontwerp en de architectuur van morgen te inspireren. Alle ICONICA metallic afwerkingen zijn gemaakt met behulp van Axalta's unieke technologie, waardoor een uitstekende consistentie van de afwerking wordt gegarandeerd, zelfs in moeilijke toepassingsomstandigheden.

**IT** ICONICA fa parte delle vernici in polvere Alesta® SuperDurable per substrati metallici con tecnologia a base di resina poliesteri super durevole eliminate e che offrono una durata superiore per esterno. Alesta® SuperDurable è ideale per edifici dove la stabilità estetica è essenziale e per qualsiasi applicazione in ambienti con alti livelli di UV. Alesta® SuperDurable soddisfa i requisiti Qualicoat Classe II, GSB Florida 3, BS EN 12206 e AAMA 2604. Progettata da esperti di tendenze, ICONICA è stata creata per ispirare il design e l'architettura di domani. Tutte le finiture metallizzate ICONICA sono state realizzate utilizzando l'esclusiva tecnologia di Axalta che garantisce un'eccellente uniformità della finitura persino in condizioni di applicazione difficili.

**ES** ICONICA forma parte de la oferta de pintura en polvo Alesta® SuperDurable para sustratos metálicos, basada en una tecnología de resinas de poliéster superdurables que ofrece una extraordinaria durabilidad al exterior. Alesta® SuperDurable es ideal para edificios en los que la estabilidad estética es esencial y para aplicaciones en áreas con una alta radiación UV. Alesta® SuperDurable cumple con los requisitos de Qualicoat Clase II, GSB Florida 3, BS EN 12206 and AAMA 2604. Diseñada por expertos en tendencias, ICONICA ha nacido para inspirar el diseño y la arquitectura del futuro. Todos los acabados metálicos de la colección ICONICA, se han producido usando una tecnología única en Axalta, asegurando una excelente consistencia en el acabado incluso en condiciones de aplicación difíciles.

**PL** Kolekcja ICONICA jest częścią oferty farb proszkowych Alesta® SuperDurable dla podłoży metalowych, stworzonych w oparciu o superwytrzymały system żywic poliestrowych, wysokiej jakości pigmenty i stabilizatory zewnętrzne cechujące się wyjątkową trwałością. Jest to kompleksowe rozwiązanie dla budynków, w których wysoka jakość, estetyka i podwyższona ochrona przed promieniowaniem UV są kluczowymi wymaganiami do sprostania. Farby proszkowe Alesta® SuperDurable posiadają certyfikaty Qualicoat Class II, GSB Florida 3, BS EN 12206 i AAMA 2604. Kolekcja ICONICA została powołana do życia dzięki ścisłej współpracy z ekspertami ds. kolorów, by jeszcze bardziej inspirować twórców współczesnego designu i architektury. Wszystkie farby metaliczne w Kolekcji ICONICA zostały wykonane przy użyciu unikalnej technologii opracowanej przez Axalta, zapewniając doskonały i jednolity wygląd powłoki nawet w trudnych warunkach eksploatacyjnych.

**SV** ICONICA är en del av Alesta® SuperDurable pulverfärger för metallsubstrat, som baseras på en teknik med superdurabile polyester och erbjuder överlägsen utomhusstabilitet. Alesta® SuperDurable är idealisk för byggnader där ett stabilt utseende är avgörande och för användning i miljöer med en höga nivå av UV ljus. Alesta® SuperDurable uppfyller kraven för Qualicoat Class II, GSB Florida 3, BS EN 12206 och AAMA 2604. Utifrån trendexperter design föddes ICONICA för att inspirera morgondagens design och arkitektur. Alla metallfärgar i ICONICA har gjorts med en unik teknik från Axalta, för att säkerställa en utmärkt jämn kvalitet även under svåra appliceringsförhållanden.

**CZ** ICONICA je součástí řady práškových nátěrových hmot Alesta® SuperDurable pro kovové podklady, která je založena na technologii superodolné polyesterové pryskyřice a nabízí vynikající odolnost v exteriéru. Alesta® SuperDurable je ideální pro budovy, kde je důležitá estetická stabilita a pro jakékoli použití v prostředí s vysokou úrovní UV záření prostředí. Alesta® SuperDurable splňuje požadavky Qualicoat Class II, GSB Florida 3, BS EN 12206 a AAMA 2604. ICONICA, navržená odborníky na trendy, byla uvedena v život, aby inspirovala design a architekturu zítřka. Všechny metalické odstíny ICONICA byly vyrobeny pomocí jedinečné technologie společnosti Axalta, která zajišťuje vynikající konzistenci povrchové úpravy i v náročných aplikačních podmínkách.



Order your ICONICA sample panels via  
[www.axaltacolourit.com](http://www.axaltacolourit.com)

