



Colorfast™

pre-stain base coat



Keep the color the color.

Color Is King

“I’ve literally had the wife break down in tears in front of me because the color didn’t match her Pinterest board pictures.”

– A few contractors we’ve talked to

Have you ever spent an extra, unplanned week on the job in order to deliver the right color? Have you ever blasted a home and had the perfect-when-we-sampled-it dark brown go almost black from over-absorption? Have you ever gone back to a home five years later and been a little shocked by how the color has shifted over time?

Enter Sashco's Colorfast™ pre-stain base coat



This is NOT the color I wanted.

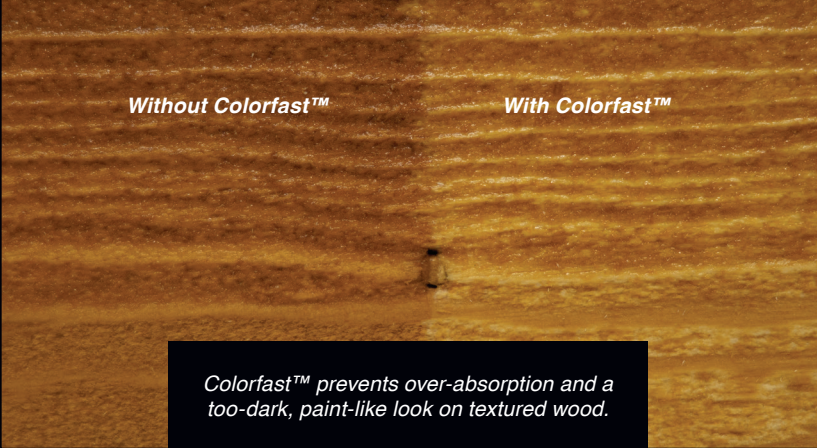


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Avoid ugly picture-frame effect like this with Colorfast's protection against yellowing.



Without Colorfast™

With Colorfast™

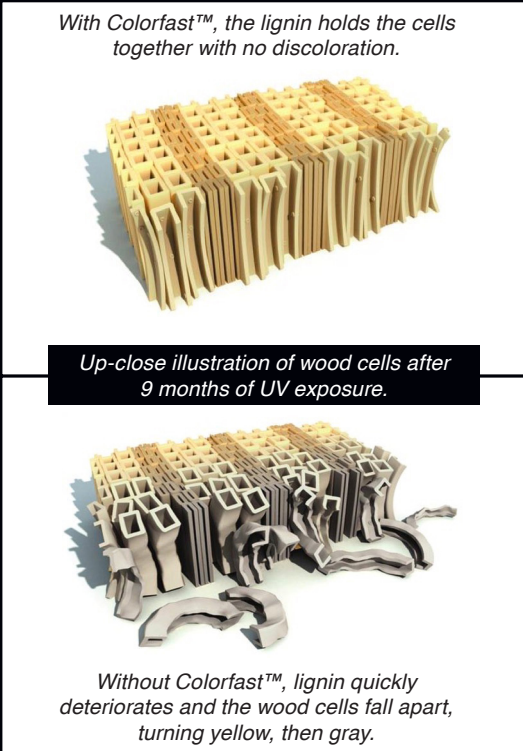
Colorfast™ prevents over-absorption and a too-dark, paint-like look on textured wood.

Colorfast™ provides you the ideal canvas for a picture-perfect (*ahem* Pinterest-perfect) stain job:

- **Keep the color the color:** Lignin (nature's wood cell glue) stabilizers prevent yellowing and darkening of the wood itself overtime, which in turn prevent color shifts in the stain applied over top. Light colors stay light and darker colors don't shift too dark.
- **Reduces blotchiness:** After you prep a home, Colorfast™ fills pores for a smoother surface and more even stain application.
- **Prevents picture-frame effect on interior wood:** Wall décor is now free to move from one wall to another.
- **Use under any Sashco stain:** Using oil-based Transformation Log & Timber? Water-based Capture®, Transformation® Siding and Trim, or Symphony®? No problem.
- **Easier stain application:** Gone are the days of back-breaking back-brushing. Lightly brush the stain over time to get out runs and evenly distribute the pigments. Bonus: more open time on water-based products means fewer lap lines in windy and hot conditions.
- **Great as a log keeper coat:** Prevents mold and yellowing due to UV damage on new wood as it moves from the mill to the job site and throughout construction. Contains both mildewcide and algacide to help preserve the wood until it's time to stain. Or, did life (and weather) happen and you need to wait for a few weeks between prep and staining? No problem.
- **Seal those ends:** When applied heavily on log ends, prevents over-penetration of stain and log ends that are darker than the rest of the logs.

Lignin 101

Lignin is nature's glue that holds wood cells together. Once that glue is compromised, both the color of the bare wood and the color of anything put on top are compromised. Sashco's Colorfast™ contains powerful stabilizers specifically formulated for lignin. It's not another mediocre UV absorber. It prevents UV damage from starting in the first place. It means you (and your homeowner customer) keep the color the color.



With Colorfast™, the lignin holds the cells together with no discoloration.

Up-close illustration of wood cells after 9 months of UV exposure.

Without Colorfast™, lignin quickly deteriorates and the wood cells fall apart, turning yellow, then gray.



Wood exposed to UV rays for 550 hours.

*On exteriors, stain over Colorfast™ with a Sashco stain for best durability. On interiors, cover Colorfast™ with Sashco's Symphony® interior clear coat for easy cleaning and a slight sheen.



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