



MONIER™

INTRODUCING C-LOC™

OUR NEW COLOUR
LOCK TECHNOLOGY
FOR CONCRETE TILES*



FOR THE LOVE OF COLOUR

CSR



CONCRETE TILES NOW WITH **COLOUR LOCK COATING**

INTRODUCING MONIER'S NEW
COLOUR LOCK TECHNOLOGY,
PROVEN TO RETAIN GLOSS
8 TIMES MORE EFFECTIVELY
THAN COLORBOND® STEEL

New from Monier, colour lock (C-LOC™) technology is a second generation water-based coating that significantly outperforms Metal roofing products and other concrete roof tile coatings. Having withstood the demands of our rigorous testing, we're delighted to launch C-LOC™ to the Australian market on Atura and Horizon concrete tiles.

Your roof, depending on the pitch and lay of the land, can make up to 30% of the visual impact of your home. So it makes sense that if your roof fades, so too does the overall look of your property. Stop your home from ageing in appearance with Monier's C-LOC™ coated roof tiles, proudly maintaining their gloss 8 times more effectively than COLORBOND® steel.

8X BETTER GLOSS
RETENTION THAN
COLORBOND® STEEL



PRODUCT TESTING

Independent testing has shown that after 2,000 hours of accelerated weather*, standard COLORBOND® Steel loses 98% of its gloss and shows a significant change in visual appearance, where C-LOC™ loses only 12% with no visible change in appearance. With 8 times more gloss retention, Monier's technology outperforms other concrete tile and metal roofing competitors.

PRODUCT	LOSS OF GLOSS	
Monier terracotta tiles	0%	
Monier concrete with C-LOC™ coating	12%	<div></div>
Monier concrete with CAT colour coating	55%	<div></div>
Competitor concrete tile with solvent-based coating	83%	<div></div>
COLORBOND® steel	98%	<div></div>

COLOUR COMPARISON ON COMPETING PRODUCTS

COLORBOND® Steel
Colour: Monument



COLORBOND® Steel
Colour: Basalt

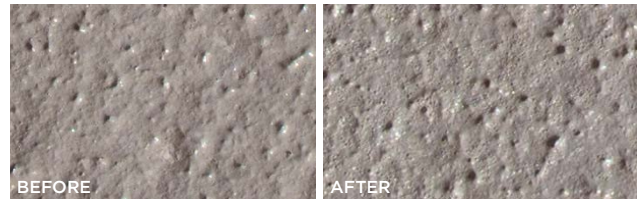
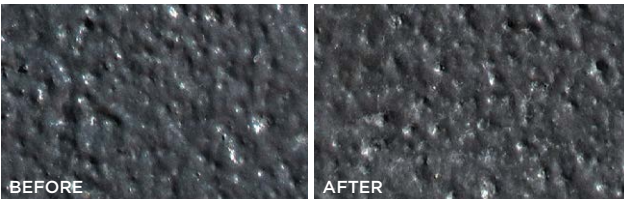


CONCRETE TILES WITH SOLVENT COATING

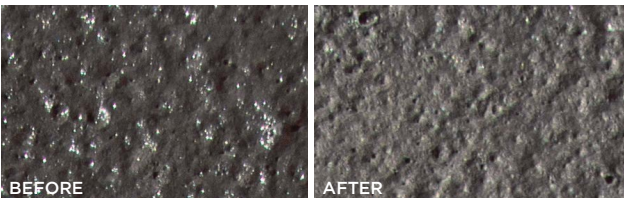


* Product samples are independently tested in a NATA certified lab for 2,000 hours with cycles of UV exposure and condensation to simulate natural weather exposure. Testing has been performed on product samples of similar colour for fair comparison

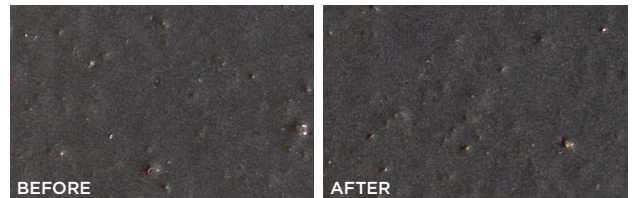
CONCRETE TILES WITH C-LOC™ COATING








CONCRETE TILES WITH CAT COLOUR COATING



TERRACOTTA TILE



C-LOC™ coated concrete tiles:

-  8x better gloss retention than COLORBOND® Steel
-  Won't rust or corrode where metal will
-  Concrete tiles get stronger with age
-  Environmentally friendly low VOC coating
-  Provides better thermal insulation than metal



PROTECTING THE PEOPLE WE LOVE FOR OVER 100 YEARS

For more information about
Monier roofing products and
the location of your nearest
Monier display centre, call
1800 666 437

monier.com.au

*C-LOC™ coating is applied to Monier Horizon and Atura concrete roof tiles.

CSR