

// 2017-2020 //



# ICONICA

SuperDurable powder coatings for metal substrates





# Our world is changing.

The age of movement and motion is bringing an unprecedented energy to our world.

In the quest for new possibilities for a brighter future, new generations are adapting to the changing dynamics. Global issues, technological evolutions and digitalization of the real world are all factors which contribute to new found aesthetics. New perspectives, augmented reality, digitalized materials and variants on classics are all taking us on a journey into new horizons of design.

That is precisely how this selection of 40 dynamic super durable powder coatings came to life; with a passion for architecture and design, guided by a clear vision on the changes happening in our world.

ICONICA is a selection from the range of Alestas® SuperDurable powder coatings and represents the new architectural understanding for nature and humanity – environmentally sustainable, super durability against weather conditions and intense UV radiation, whilst being both expressive and elegantly reserved.

# EDEN GARDEN



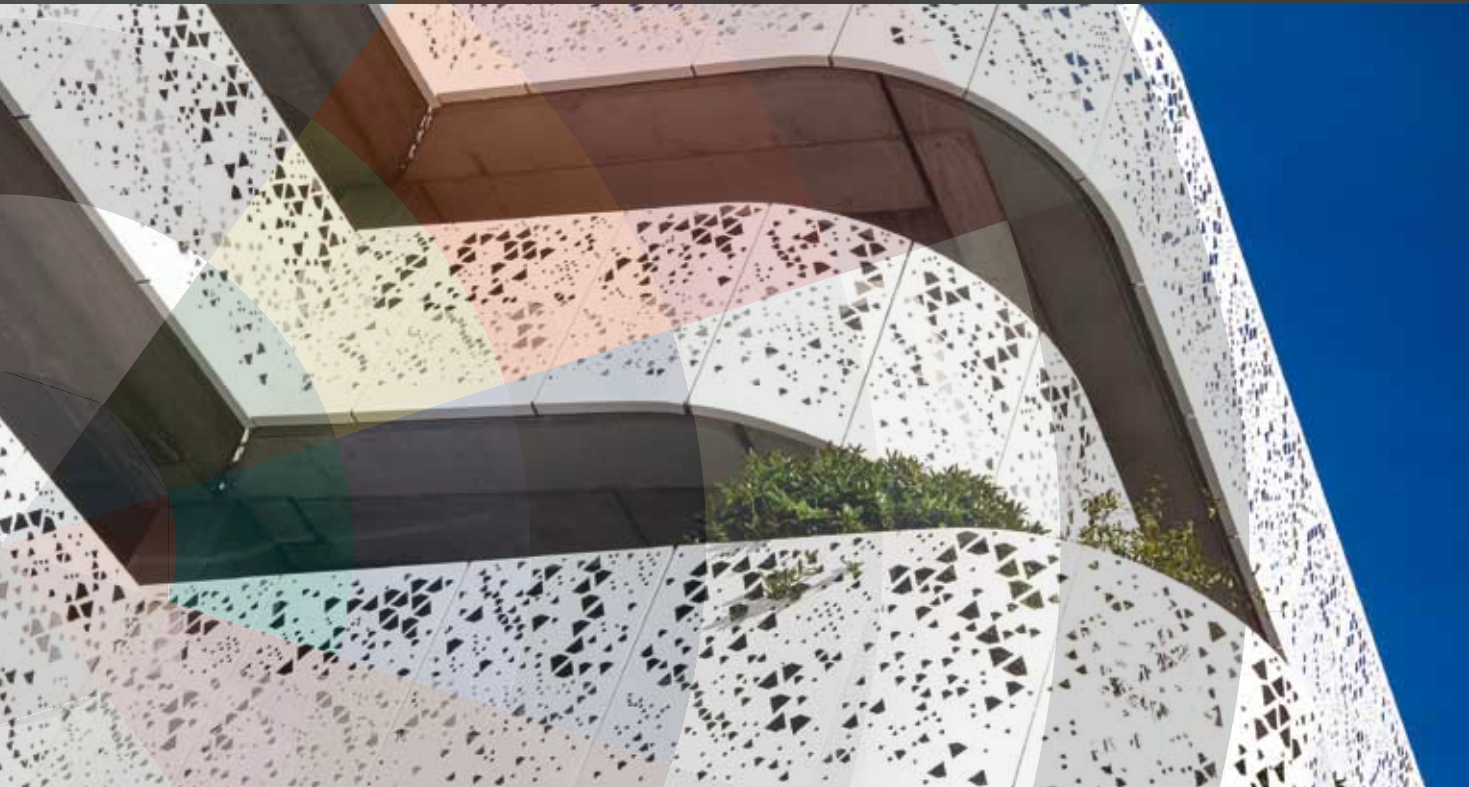
Fresh Moss | SD301C6010020



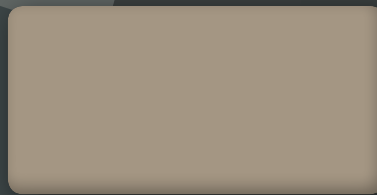
Green Chlorophyll | SD301C6009020



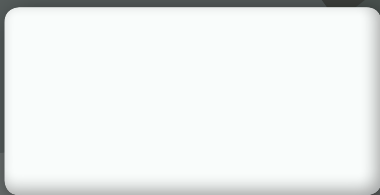
Nordic Lichen | SD301C5008020



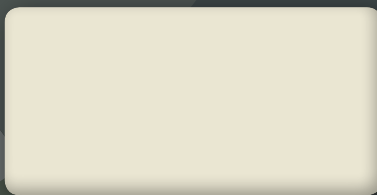
Nature is the core element in the development of a better future. Nature provides the answer to the need for balance and serenity through the use of soft whites and subtle bronzes, highlighted by fresh greens. Minimalism, bio-mimicry and randomness define the shapes.



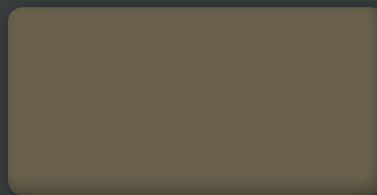
Precious Sand | SD031C8006020



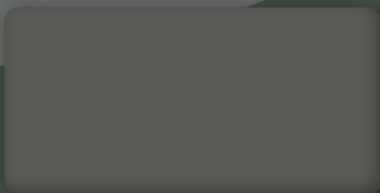
Senere Snow | SD031C9001020



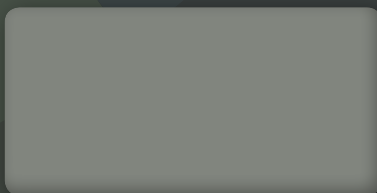
Beige Limestone | SD031C1007020



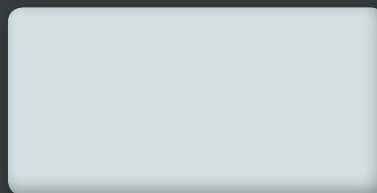
Earth Clay | SD031C8005020



Brown Slate | SD030C8004020



Granit Nature | SD031C7900720

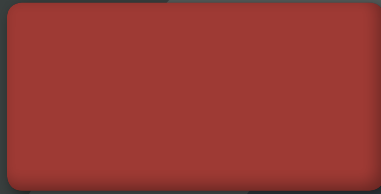


Arctic Ice | SD031C7002020

# ENERGY MANIFESTO



Kinetic Tangerine | SD130C2011020



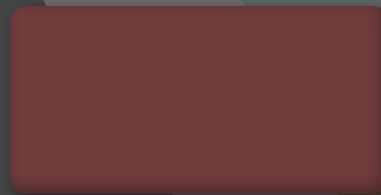
Digital Red | SD301C3012020



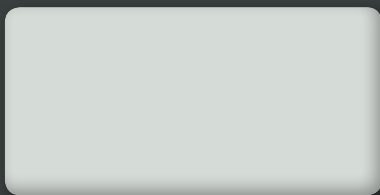
Electric Dream | SD301C5016020



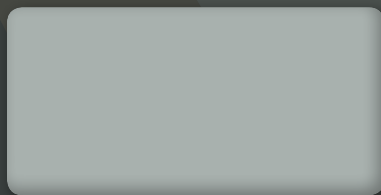
Digital shapes, colours and inspiration brought to life thanks to technological developments with the use of energetic shades of red, blue and orange. Shapes are well defined by colour blocks and the innovative use of surface cut outs and other volumetric anomalies.



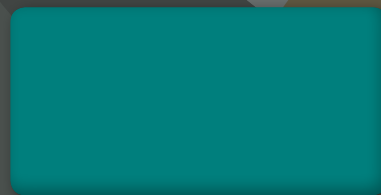
Groovy Red | SD301C3013020



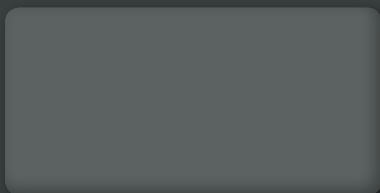
Urban Cement | SD301C7018020



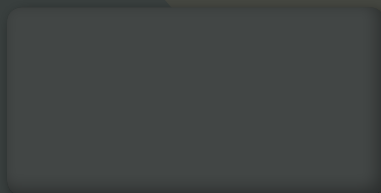
Concrete Touch | SD301C7900621



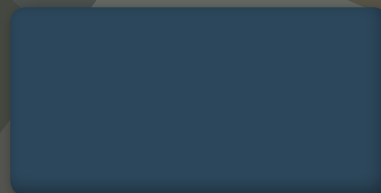
Aqua Splash | SD130C5017020



Metallic Asphalt | SD031C4020020

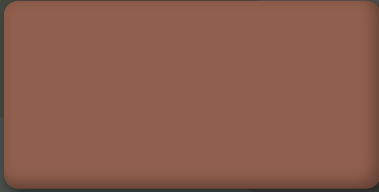


Intense Carbon | SD301C4014020

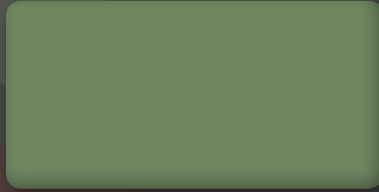


Denim Effect | SD301C5015020

# ARTY FUSION



City Terracotta | SD031C8021020



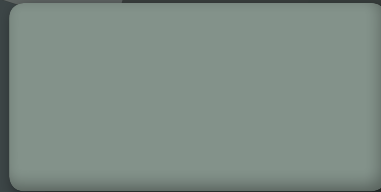
Green Factory | SD031C6030020



Blue Workshop | SD031C5029020



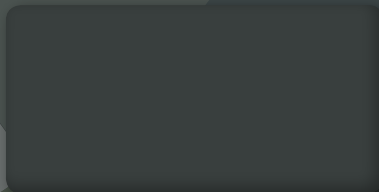
Citizens of the world today transcend traditional frontiers and seek new vanishing points in design and in life. Braided and woven cladding and textures reflect the craftsmanship aspired to by all cultures. Warm oxidized greens mixed with reds and coppers.



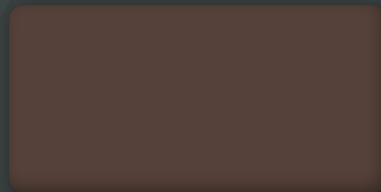
Verdigris | SD031C6027020



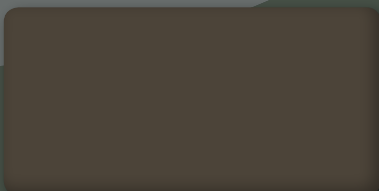
Vintage Red | SD031C3300520



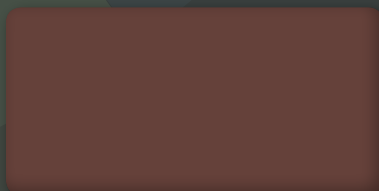
Cast Iron | SD031C4900520



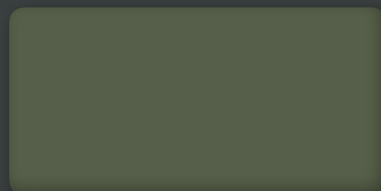
Timeless Rust | SD034C8023020



Smoked Steel | SD031C8025020



Fa'Brick | SD031C8022020

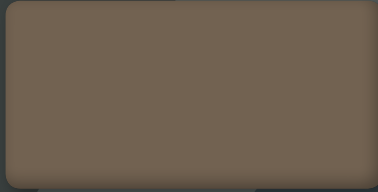


Modern Khaki | SD130C6026020

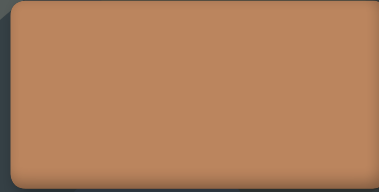
# TECHNO PRECIOUS



Sunny Gold | SD301C1032020



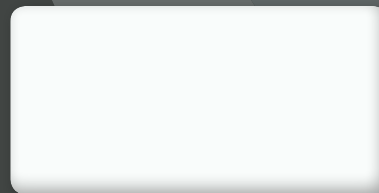
Noble Bronze | SD301C8039020



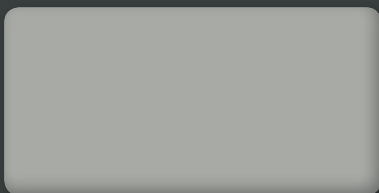
Simply Copper | SD301C2040020



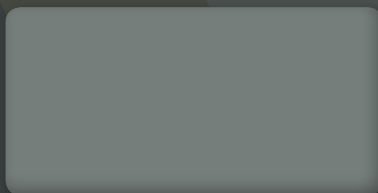
Cultivated aesthetics pay tribute to success, power and glory by staging a spectacular and sparkling display. Glamorous black, silver and gold breathe classic grandeur onto origami inspired cladding, adding a layer of precious metal for every design.



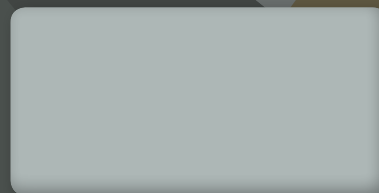
Fine Pearl | SD301C9034020



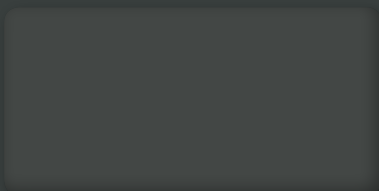
Silver Dream | SD301C7036020



Original Platinum | SD301C7037020



Anodised Silver | SD201C7035020



Techno Black | SD801C4038020



Gold Supreme | SD031C1033020



Grey Gold | SD301C7031020



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## 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 Master, 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, offering 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 Master 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 Master, 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 denginin gerekli olduğu binalarda ve yüksek UV seviyeli ortamlarda herhangi bir uygulama için idealdir. Alesta® SuperDurable Qualicoat Class II, GSB Master, 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.

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## 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 Master, 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 Master, 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.

## SE

ICONICA är en del av Alesta® SuperDurable pulverfärger för metallsubstrat, som baseras på en teknik med superdurable 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 Master, BS EN 12206 och AAMA 2604. Utifrån trend-experters design föddes ICONICA för att inspirera morgondagens design och arkitektur. Alla metallcytor i ICONICA har gjorts med en unik teknik från Axalta, för att säkerställa en utmärkt jämn kvalitet även under svåra appliceringsförhållanden.

## 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 Master, 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.



Order your free sample panels on: [www.axaltacolourit.com](http://www.axaltacolourit.com)