A Difference You Can See and Feel.

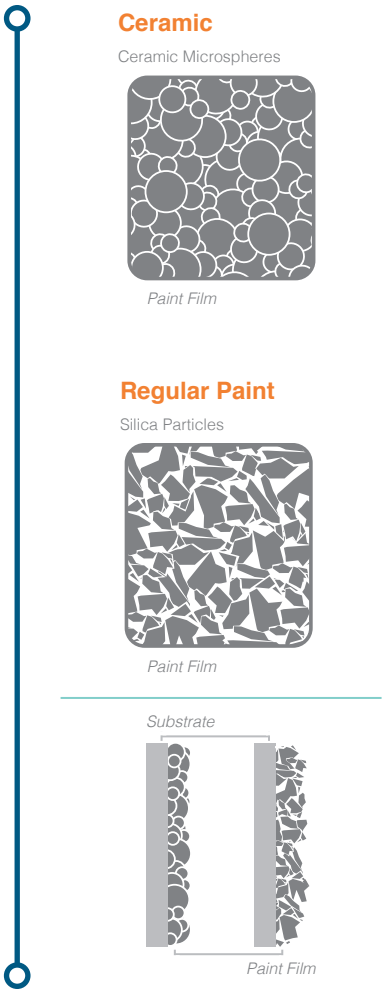
The secret to the Ceramic's smoothness lies in millions of tiny microspheres. Microspheres help retain the natural color and create an ultra-smooth, highly durable surface that lasts far longer than traditional latex paint.

Ceramic Paint Film

Unlike regular paint pigments made from silica and mica that are irregularly shaped, Ceramic's microspheres are perfectly shaped spheres. Leaving no sharp edges or jagged peaks to break off or wear down from daily cleaning. Ceramic spheres pack tightly to one another creating a dense, smooth paint film that is easily applied, incredibly durable and long lasting.

Ceramic Microsphere Density

When applied a dense layer of microspheres pack together forming the paint film. This film, now created from millions of round beads of color, keeps common marks and stains on the surface of the paint. Allowing scuffs and marks to be easily wiped away. With other paints the irregular shapes making up the paint film trap blemishes in the jagged dimples leaving stains and permanent marks that are unremovable.



MDC
The Trusted Source for design solutions

Simple, Beautiful Color

- Single Component
- 10x stronger than regular paints
- Water based, low VOC, LEED compliant
- Superior durability and scrubbability
- Perfect for corporate, education, retail, hospital, healthcare and more
- 3,002 ASTM Scrub Cycles
- Superior Scratch Resistance
- Excellent Stain Removal
- Qualifies Toward LEED® Credits
- Unlimited Color Options

Cost & Life Cycle

Often paints that promote their environmental attributes cost more money yet offer far less in terms of quality. That isn't the case with Ceramic from MDC. While it's true that Ceramic is a low VOC, LEED contributing product, it is also far more durable than competing brands. With Ceramic, walls stay clean much longer and require fewer repaints. That not only makes sense environmentally, it make sense fiscally.

	MDC Ceramic	National Brand 1	National Brand 2	National Brand 3
Cost Per Gallon	$56 gal	$55 gal	$35 gal	$25 gal
Job Size — Square Feet	5,000	5,000	5,000	5,000
Primer — Cost Per Square Foot	$.05	$.05	$.05	$.05
Product — Cost Per Square Foot	$.15	$.15	$.09	$.07
Labor — Cost Per Square Foot	$.50	$.50	$.50	$.50
Total — Cost Per Square Foot	$.70	$.70	$.64	$.62
ASTM Scrub Test Cycles	3,002	960	500	233
Scratch Resistance	A	B	C	C
Scratch Resistance (Dark Color)	A	D	C	C
Stain Removal/Washability	B	B	B	C
VOC	<49 g/L	49 g/L	45 g/L	0 g/L
Total Project Cost:	$3,500	$3,500	$3,200	$3,100
Number of Repaints in 5 years:	0	1	2	3
Cost over 5 years:	$3,500	$7,000	$9,600	$12,400

ASTM Procedural Guidelines Rating Conversion:
A — Superior (No Visible Result)
B — Excellent (Almost Imperceptible)
C — Very Good (Visible Result)
D — Good (Below Average)
F — Poor
* Numbers / data based on average regional labor costs

MDC

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