The coatings industry is built to a large extent on color. Color is a frequent topic of discussion when evaluating a coatings quality, durability and long-term performance. The coil coating industry has adapted Delta E ($\Delta E$), the measurement used to indicate how much color deviates from an accepted standard, as its standard. The higher the $\Delta E$, the more inaccurate the color.

**DELTA E: THE COLOR DIFFERENCE**

The minimal detectable difference is about $1 \Delta E$. What causes the color difference to occur? Color changes are due to chalk, fade and decrease of gloss retention after extended exterior exposure.

- Chalk - caused by a degradation of the resin system at the surface of the coating.
- Fade - caused when substances in the environment attack the pigment portion of the coating and cause the color change.
- Gloss Retention - coatings come in a variety of finish gloss levels that are different levels of specular reflection.

**EXPOSED AT 45 DEGREE SOUTH FLORIDA**

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***The images shown is not a representation of Sherwin-Williams coating. This is a visual representation of various Delta E differences.***