When presented with an opportunity to try Sherwin-Williams Loxon Self-Cleaning Acrylic Coating, Lex Long, President of Long & Associates Architects/Engineers Inc., decided to test the innovative new product where they could closely monitor its performance over the coming years — their own building.

The Tampa-headquartered architecture and engineering firm knew that any benefits they realized in terms of lowering future maintenance costs would not only be appreciated in house, but potentially by their client base, who could realize similar benefits on their own buildings. Loxon Self-Cleaning Acrylic Coating is engineered to prevent dirt from clinging to the paint film and shed dirt with rainwater or water contact, thus providing long-lasting aesthetic appeal while helping minimize maintenance costs and avoid costly repaints and extensive cleaning.

For Dave Basti of Long Construction Company (a separate company), whose team applied 32 gallons of Loxon Self-Cleaning Acrylic Coating to the stucco substrate of the company’s corporate office, the appeal of the product is obvious.

“A big part of my job is pressure washing,” says Basti. “Any product that can lower the amount of future maintenance on a facility such as ours will certainly save time and money for other owners.”
Basti reports that the brushed-and-rolled application of Loxon Self-Cleaning Acrylic Coating went smoothly and efficiently.

“There are a lot of things I like about the Loxon product,” he says. “It’s easy to apply. I put it on a textured wall here and it really went on easily and consistently.”

Loxon Self-Cleaning Acrylic Coating is a breathable paint that reduces the potential for blistering and coating failure. Its mildew-resistant formula provides excellent weathering protection, including resistance to UV, alkalinity, efflorescence and chalking. It is engineered to provide excellent protection over bare or previously coated concrete, masonry and cement board as well as stucco, and it can be tinted to a wide range of colors.

**PRODUCT FEATURED:**

- Specifically engineered for exterior, above-grade masonry to provide a clean and attractive look with high-performance protection.
- Easily sheds dirt with rain or water contact and provides advanced durability, water shedding, wind-driven rain and dirt-pickup resistance.
- Helps contractors and property managers avoid costly repaints and extensive cleaning.
- Can be applied to a surface with a pH of 6-13 and in temperatures down to 35 degrees Fahrenheit.
- Meets the most stringent VOC regulations.

**LOXON SELF-CLEANING ACRYLIC COATING IS BROUGHT TO YOU BY A NAME YOU KNOW AND TRUST.**

For over 150 years, Sherwin-Williams has provided contractors, builders, property managers, architects and designers with the trusted products they need to build their business and satisfy customers. Loxon Self-Cleaning Acrylic Coating is just one more way we bring you industry-leading paint technology — innovation you can pass on to your customers.

Plus with more than 4,300 stores and 2,700 sales representatives across North America, personal service and expert advice is always available near your jobsite. Find out more about Loxon Self-Cleaning Acrylic Coating at your nearest Sherwin-Williams store or to have a sales representative contact you, call 800-524-5979.