

# 6 GOOD REASONS

## TO TRUST NEXT GENERATION AZM<sup>®</sup> WITH ACTIVATE TECHNOLOGY

Everlast Roofing continues to set new benchmark standards in corrosion resistance with the introduction of AZM<sup>®</sup> with Activate Technology. The next generation product responds to market demands for a more durable, resilient, and sustainable product to give end users the peace of mind for years to come.

### TRIED AND TESTED IN THE REAL WORLD

With over 35 years of real world testing, AZM<sup>®</sup> with Activate Technology has proven to be the most corrosion resistant metallic coating. With over 3000 panels on nine different outdoor test sites and 50 test structures simulating real world building applications, AZM<sup>®</sup> has consistently outperformed the competition.

### PROVEN TO PERFORM IN THE LABORATORY

Over 2000 panels have been put through accelerated corrosion tests and the results are staggering. An independent, peer reviewed scientific publication in the journal of Corrosion Science (2009) compared a range of coated steels, including AZM<sup>®</sup>, 55% Al-Zn (Galvalume), and Galfan. Of the five market leading coated steel products tested by the researchers, AZM<sup>®</sup> with Activate Technology was demonstrated to have the lowest overall corrosion rate.

### PROTECTS STRONGER

Since AZM<sup>®</sup> is protecting you faster, you will not have to deal with the unsightly premature rust staining that is so prevalent on metal today. Not only does the protective layer of AZM<sup>®</sup> form more quickly than the competition, it is also a much stronger moisture barrier. Without moisture, corrosion never gets the chance to start. Since the metallic coating layer is responsible for corrosion protection, providing a better defense against moisture gives your roof a better defense against rust.

### MORE POWERFUL SACRIFICIAL PROTECTION

AZM<sup>®</sup> takes the traditional Aluminum and Zinc coating and introduces Magnesium. This forms a chemical reaction with the Aluminum and activates sacrificial characteristics not previously present. Now instead of just Zinc rushing to protect cut edges and scratches, you have a powerful and protective layer of Aluminum, Zinc, and Magnesium working together.

### HOLDS UP TO YOUR ENVIRONMENT

AZM<sup>®</sup> is designed to perform in the harshest environments. It's performance has been proven to withstand UV rays, snow, wind and ice as well as coastal areas. No other metal on the market has the same performance level as AZM<sup>®</sup>.

### THE CUTTING EDGE OF INNOVATION

Choosing AZM<sup>®</sup> for your next project means you are protecting your investment in a way others cannot. AZM<sup>®</sup> with Activate Technology is the first major breakthrough in metallic coating technology in over 45 years. A team of more than 50 researchers are focused on continuing AZM<sup>®</sup> development, ensuring it remains a global benchmark for performance, innovation, and durability.



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