



EvoCore~1 Technology

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Altex Coatings has launched the first of several planned eco friendly upgrades to their No.10 antifouling as they continue in their bid to manufacture greener, environmentally responsible products. This highly successful antifouling for yachts and pleasure craft is now enhanced with new EvoCore~1 Technology, where the term 'EvoCore' is simply translated to mean *Evolution to conserve resources and our environment*.

"EvoCore~1 Technology is the first evolutionary step for us" says Altex Managing Director, Mike O'Sullivan. "This step is about bringing new copper technology to the market. By using unique re-engineered cuprous oxide particles we can ensure the optimum copper release is maintained for fouling protection during the useful life of the coating. These re-engineered particles allow us to make products that consume an incredible 35 to 40% less cuprous oxide yet have the same performance effectiveness as the older technology".

This is a breakthrough for antifouling. It is widely known and accepted that copper is still one of the most effective ways of controlling many fouling organisms "but being able to retain it in the formulation and still offer substantial environmental benefits is just fantastic", says Mike.

So what does this mean?

EvoCore~1 Technology enables a much better use of a precious, non-renewable resource, copper. It provides outstanding fouling protection while reducing the amount of metal released into the marine environment by 35 to 40%. That's a significant reduction.

For boat owners:

- The antifouling coating consumes and releases 35 to 40% less copper, providing an equally great job of fouling protection for the useful life of the paint.
- 8% weight saving with the associated fuel and speed benefits.
- Absolutely no sacrifice to performance.

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For the applicator:

- Confidence in product performance while using coatings that offer these significant environmental advantages.
- Absolutely no application disadvantages or compromise over standard products.

For the reseller

- EvoCore~1 Technology enables the reseller to offer a greater choice and to meet customer demand for more eco friendly products.
- Confident that there are no compromises made in performance to Altex's greener antifouling coatings.
- More business opportunities.

EvoCore~1 is only the beginning. Second and third generation technologies are already in the trial phases and over the next two years as testing is completed and registrations are approved you will begin to see EvoCore~2 and EvoCore~3 introduced into the extended lines of Altex's Antifouling products. "Our commitment is continuous improvement across all performance and environmental aspects of our products" says Mike O'Sullivan.



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