

## Which Performs Better, Advance Gloss or Advance Satin?

Occasionally we get asked which performs better, Advance Gloss or Advance Satin? When it comes to performance and longevity, a gloss topcoat will outperform a satin topcoat due to the smoothness of its surface. A smooth surface reflects more light, including damaging UV radiation, giving the surface a glossy appearance. A smooth surface also reduces dirt pickup, making it easier to clean. Whereas the flattening agent used in the satin finish results in microscopic imperfections on the surface reducing reflectivity and giving a place where debris can lodge. Although the debris can be removed with washing, it takes a bit more effort than removing debris from a glossy surface.

Although there are other gloss topcoats on the market, none that we have tested have retained their gloss for more than a few months. Advance Gloss, on the other hand, has been on homes and walls since 2003, and when properly maintained it can provide good reflectivity for several years.

A satin finish does offer some advantages due to the fact it reflects less light. Imperfections in the substrate will be less visible, the color of the stain will be more accurate, and in areas or rooms receiving a lot of light there will be less glare.



*Advance application on same structure, November 2003 (left) and October 2010 (right)*

The decision to use either satin or gloss is a personal choice; however, whenever requesting a sample, include each to see the difference for yourself. You may end up changing your mind.