

What Protection Is Available?

Just as you would protect your body from damaging UV light, your vehicle should be protected. Clothing has long been considered a valuable means of protection against solar radiation. Recent studies have proven the protection afforded by textiles is often overestimated. UV protection provided by 1,600 items of clothing tested showed that 25% of the clothing offers a UPF of less than 15, and a further 25% has a UPF of less than 30.¹

In fact, apparel textiles have developed standards for quantifying sun protection for our skin - a UPF rating. An ultraviolet protection factor (UPF) rating indicates how much UV radiation is absorbed by a fabric. For example, a fabric with a UPF rating of 20 allows 1/20 of hazardous UV radiation falling on the surface of the fabric to pass through it.

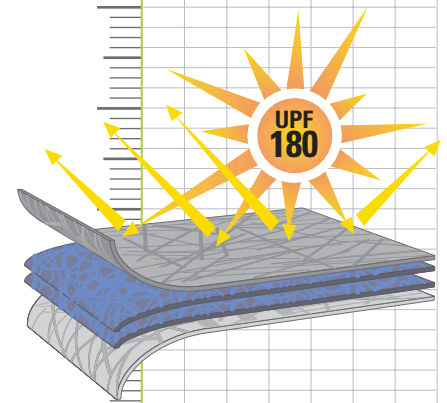
BLOCK-IT[®] EVOLUTION[®] provides a UPF rating of 180!²

Not all car cover fabrics provide the same amount of protection. Many fabrics block the sun's ultraviolet radiation, but not all fabrics block enough to be classified as sun protective. Some fabrics that we tested had UPF value less than 10.

BLOCK-IT[®] EVOLUTION[®] provides a UPF rating of 180 according to ASTM D6544!² ASTM D6544 is unique among the world's UV textiles standards. It ensures that the UV protection during the use-life of the product rather than the degree of protection when the fabric is new. D6544 requires fabrics making a claim of sun protection to undergo two years of simulated sunlight.

BLOCK-IT[®] EVOLUTION[®] Sun Block For Your Car[™]

EVOLUTION blocks up to 99% of the sun's harmful rays. This means protection for your vehicle's finish when it has to sit out in the elements – at work, at the airport, at the mall, or in your driveway.



EVOLUTION[®] uses the same type of UV protection chemistry found in clear coat paints.

There are two factors that enable EVOLUTION to have superior UV protection:

- Fabric construction: Thickness and pore size are critical parameters for increasing UV resistance. EVOLUTION has four layers of protection: two layers consist of microfibers.
- Finishing: Kimberly-Clark uses a unique two-part UV protection system: UV blocking and UV inhibiting chemistries. In fact, we use the same type of chemistry found in clear coat paint for UV protection.



1 - Source: Textile Chemist and Colorist

2 - Kimberly-Clark meets standards developed by the American Society for Testing and Materials (ASTM) for ASTM D6544. Test Data On File.

Protect your vehicle from the sun's damaging ultraviolet rays!

Is Your Vehicle At Risk?

Automotive coatings are exposed to a variety of aggressive environmental agents including moisture, acid rain, extreme temperatures, and ultraviolet light. Weathering studies³ show that UV light can cause significant damage to a vehicle's finish. UV rays can also damage the interior of your vehicle, causing cloth, vinyl, plastic and leather to fade and/or crack. If your vehicle is parked in an area where it is exposed to sunlight, you should take action to protect it.

What Is UV Radiation?

There are three types of UV radiation:

UV-A — least severe, may cause damage

UV-B — causes most damaging effect

UV-C — does not enter Earth's atmosphere

How Does UV Radiation Affect Automobile Paint?

Gloss curves confirm that UV Radiation below 300nm (UV-B radiation) not only promotes premature cracking, but also greatly accelerates gloss reduction.³ UV Radiation degrades the binder of paint causing it to chalk, erode and lose color vibrancy. UV light causes loss of adhesion between clear coat and basecoat, and oxidizes the basecoat.

