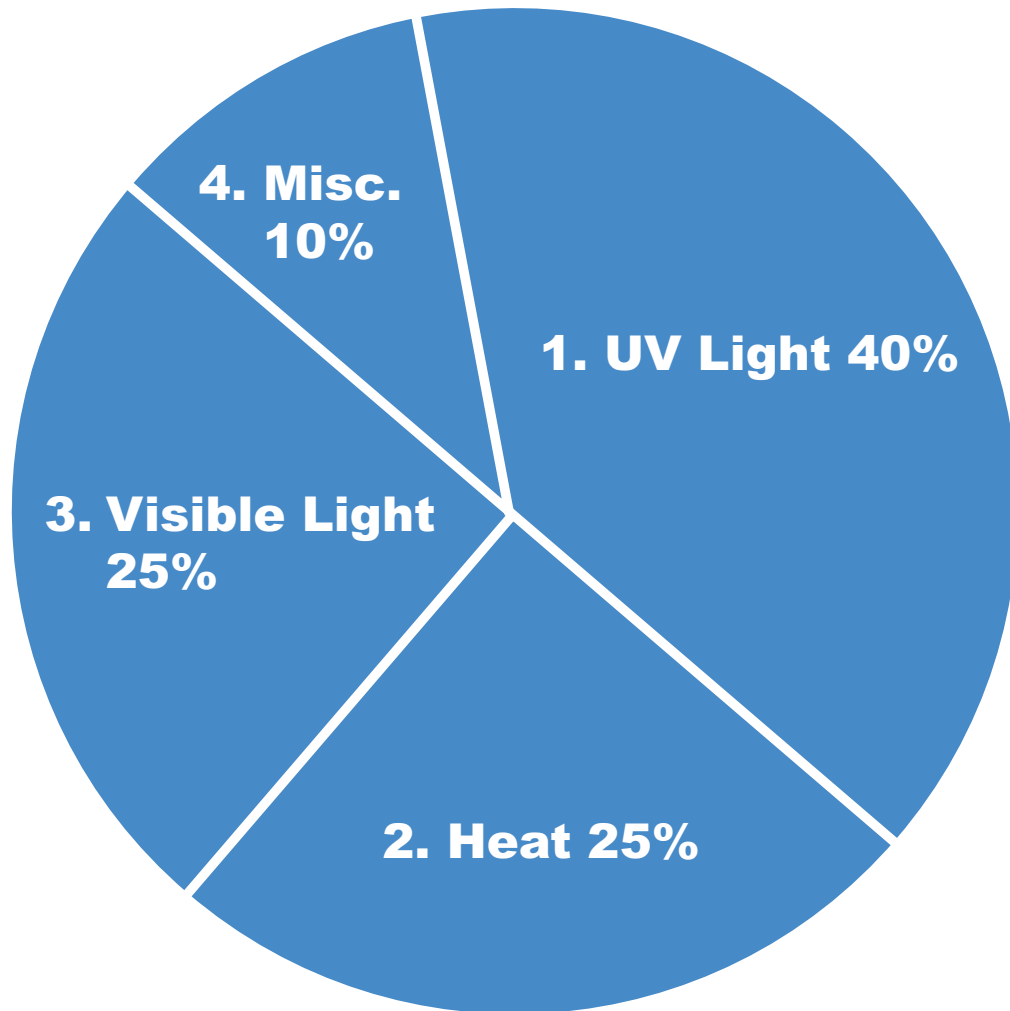


Facts About Fading

What Causes Fading?



Number 1 is Ultraviolet (UV) light from direct and indirect sunlight. This invisible band of light is the same type which causes your sunburn. It accounts for almost half of the fading.

Number 2 is heat. Again, primarily from the sun, but also other heat sources like fireplaces and heat ducts.

Number 3 is visible light. Most visible light contains some UV, particularly those florescent bulbs that are becoming so popular. They produce many times more UV than an incandescent bulb.

Number 4 is a potpourri of things like dust, grease in the air, and humidity. Even oxygen over time helps fuel the decay of the organic composition in the pigments and papers.