



VIRGIN BLUE TURNS RED INTO GREEN

SOMETIMES BEING ENVIRONMENTALLY FRIENDLY ONLY NEEDS TO BE SKIN-DEEP – VIRGIN BLUE HAS DISCOVERED A WAY TO MAINTAIN ITS JETS AND THE PLANET.

Would you believe that one of the biggest challenges Virgin Blue faces in maintaining its fleet of aircraft is keeping the red colour used on the jets from oxidising? This oxidisation is a natural process – often called plastic rust – which occurs as a result of the paint being in constant contact with oxygen in the air. Plastic rust occurs much more frequently with red-coloured paints than with any other colour and conventional preventative measures include frequent washing and regular re-painting.

However, in a new effort to reduce water-use and preserve the environment, Virgin Blue has announced it will be treating its entire fleet of red jets with a protective coating that will keep the planes looking and functioning better than ever.

Permagard, an advanced polymer coating that protects surfaces from oxidisation and general wear and tear, is a non-toxic substance that is 100 per cent environmentally friendly. It means Virgin Blue's red jets can avoid being

washed or re-painted for many years at a time, therefore eliminating the need for any water or harmful detergents to be used in the ongoing maintenance of the aircraft. Furthermore, the special coating repels dirt and relies on cutting-edge, self-cleaning technology that utilises the natural water content of clouds and rain to keep the aircraft sparkling clean – all while it's flying through the sky! The Permagard coating also prevents Virgin Blue's characteristic red paint from turning pink in the natural oxidisation process, so your favourite red jets will stay so wonderfully glossy and shiny that you'll be able to spot them a mile off.

The Permagard organisation strives to conduct its commercial operations in an environmentally sustainable way and aims to actively assist clients to reduce their impacts on the environment.

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It is also a socially responsible organisation, with several initiatives underway that are targeted at benefiting the community.

For example, it is currently testing an anti-graffiti coating on a major city rail network that is designed to prevent graffiti from drying and therefore deter graffiti artists. Once fine-tuned, the coating will be used on all trains and in stations across the city, which will help to protect the city's built environment as well as its natural one.

Other uses for Permagard coatings include protection for cars, trucks, yachts and other sailing vessels, as well as in private environments such as bars and heritage homes. Permagard is a global company that provides protective coatings for customers in some 22 countries worldwide, and has been operational in Australia and New Zealand for more than three years.

The implementation of the Permagard solution is just another way that Virgin Blue is doing its part to protect the environment and make better business sense at the same time. So, next time you hop onboard a Virgin Blue plane, take note of its shiny red coat and rest assured you're doing your bit for the environment as well.

For more information visit: www.permagard.com.au