

OSTRO VAM Scarab

Blog

Headline:

Factor OSTRO VAM Scarab

Subheadline:

Iridescent paint pigmentation

Text:

Finding inspiration in nature and getting closer to the natural world is one reason many of us start cycling in the first place. It's one of the only modes of transportation that allows us to cover significant distances while still being able to experience the sights and smells of the world around us directly. The OSTRO VAM Scarab graphic design quite literally reflects our dedication to appreciating the joys of nature and our freedom to explore.

Inspired particularly by the scarab beetle's iridescent shell, it's a color that can be applied to a frame thanks to our expert knowledge of the chemical process required to refract and reflect light from the painted frameset's surface.

It's a chemical process

We achieve our iridescent effect for the Scarab by interfering with the reflection and refraction of light on the frame's surface when we apply paint that contains tiny synthetic flakes about one micrometer thick. The flakes are aluminum coated with glass-like magnesium fluoride embedded in semi-translucent chromium. The aluminum and chrome give the paint a vibrant metallic sparkle, while the glass-like coating acts like a refracting prism, changing the apparent color of the surface as the observer moves.

Typically, with regular paint, the way our eyes and brain perceive color is that the surface pigment of an object reflects some colors and absorbs all the others. The reflected light is the color that our eyes see.

Playing a slight trick on our eyes, Factor's iridescent paints contain no conventional absorbing pigments. Rather the pigment is a light-interfering pigment. The color observed is created

entirely by the refractive properties of the metallic flakes, analogous to the perception of rainbow colors in oil slicks.

A spectacular prism effect

Using an anti-absorbent pigment that reflects the light results in a prism effect. As you move around the frame, you see the light hit the frame and reflect at different angles as you move, creating a different color tone.

Included in the chemical breakdown are not only the aluminum, magnesium, and chromium, but also a splash of traditional pigments of pink and gold with a shock of green contrasting color to make the whole effect pop. The resulting graphic has a jewel-like appearance, reinforcing the luxurious rider performance you can expect from the OSTRO VAM.

If you would like to add the unique design to your collection, please contact us and one of our experts will be happy to help.

Landing Page

Overview

Headline:

Factor OSTRO VAM Scarab

Subheadline:

Iridescent graphic reflecting the beauty of the ride

Headline text:

With its jewel-like beauty, the OSTRO VAM Scarab might seem best suited for the gallery wall, but the exceptionally eye-catching effect only reinforces the luxurious ride quality and WorldTour performance the OSTRO always offers. The best-in-class aerodynamics and alpine-ready lightweight ensure that this is a racing bike ideal for all ambitious cyclists. It'll make every ride something special.

Benefit 1

EXCEPTIONAL COMFORT

As an aero racing bike that has proved itself on the cobbles of Paris-Roubaix, the OSTRO VAM will also be ideal for your roughest, longest roads. Its remarkably smooth ride is thanks to several factors. First, the carbon fiber choice and layup combine to achieve a high level of frame compliance without sacrificing any of the power transfer efficiency. At the rear, the pencil-thin seat stays are designed to absorb road noise and cushion bumps. And, the ability to fit up to 32 mm wide tires only enhances the OSTRO's comfort-oriented design features.

Benefit 2

GEOMETRY AND FIT

You can make a bike as light and aero as you like, but if you get the fit wrong, you're not going to be enjoying your rides. To feel comfortable and have confidence in your handling, it's essential to match your style to the right geometry. The OSTRO VAM is a pure racing bike intended to get the rider into an aggressive stance, and consequently, they all share very similar geometries throughout the sizes. Geometry standardization makes it easier for our pros to switch between bikes during races, and it will help you stick to your comfort zone for your most important events.

Benefit 3

LIGHTWEIGHT AND AERO

The OSTRO VAM is an industry leader as an exceptionally aero, lightweight frame. We have used the very best materials, laying up the ultimate carbon materials perfectly to ensure low weight, responsive ride, and durability. It can easily be built up to below the UCI 6.8kg weight limit, which is unique among aero frames. That means that the aero advantages come without the usual weight penalty. The OSTRO VAM is the everything bike, making you fast whatever the terrain.

CONSULT WITH OUR EXPERTS

Our dedicated Factor Bikes team will reach out directly to offer personalized support and guidance throughout the build process. Share your preferences and any specific requests to ensure your OSTRO VAM Scarab matches your needs.

EDM

Subject:

Factor OSTRO VAM Scarab

Headline:

Reflecting our love of the road

Text:

With the Factor OSTRO VAM Scarab, the fastest racing bike in the world also becomes the most beautiful and eye-catching. Inspired particularly by the scarab beetle's iridescent shell, it's a color that can be applied to a frame thanks to our expert knowledge of the chemical process required to refract and reflect light from the painted frameset's surface.

This iridescent paint pigmentation accentuates the hyper-performance you can look forward to whether training or racing.

CTA:

Order yours today

IG

Ready to race, striking enough to hang in a gallery, the OSTRO VAM Scarab sets a new standard for excellence and elegance.

The iridescent paint pigmentation takes inspiration from the scarab beetle's colorful shell. As beautiful at rest as in motion, it's a frame that will inspire you to ride more and redesign your boundaries.

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Factor OSTRO VAM Scarab

Inspired particularly by the scarab beetle's iridescent shell, the Factor OSTRO VAM Scarab uses iridescent paint pigmentation to accentuate the hyper-performance you'll enjoy on every ride.

Using an anti-absorbent pigment that reflects the light results in a prism effect. As you move around the frame, you see the light hit the frame and reflect at different angles as you move, creating a different color tone.

The effect makes the frame beautiful enough to hang on a gallery wall, but that would be a waste considering the OSTRO VAM is the lightest aero bike on the planet. It'll inspire you to get out there and ride!