



Innovation — with a green focus.

valspar  
if it matters, we're on it.®

# As one of the leading manufacturers of coating products in the world, we are setting an example for the entire industry.

Valspar® is always working to incorporate the best practices and materials into our coatings — it has been part of our culture of innovation for more than 200 years.

Today we are focused on creating innovative products and manufacturing techniques that protect air and water quality while reducing the unnecessary consumption of natural resources.

Valspar delivers the green advantage by fulfilling our agenda to introduce biorenewables, incorporate recycled materials, lower VOCs, decrease energy consumption, reduce waste, eliminate the use of hazardous materials and show the industry that all this can be accomplished cost-effectively.

## **Ten years of progress.**

Ten years of advancing our use of nondepletable, naturally replenishable and recycled materials has yielded extraordinary results. In fact, methods behind the technology have been patented. We are fulfilling our green agenda, demonstrating that Valspar will continue to be a leader in the metal coatings industry for decades to come.

Metal roofing, siding and mouldings deliver strength, beauty and

unlimited design freedom.

Metal is also eco-friendly: It contains recycled content, is low in weight for ease of site delivery and is endlessly recyclable.





To achieve  
better coverage,  
we use higher solids. Better coverage  
means lower costs —  
lower product costs, shipping costs  
and application costs.

## Innovations that help keep the earth and your bottom line intact.

---

Eliminating waste and pollution is the right thing to do. Keeping costs down while doing it is the exceptional thing to do. Valspar scientists challenge themselves to formulate high-quality products while using the best materials available. And we're doing it the eco-friendly way: By lowering VOCs. By using biorenewables and recycled materials. And by creating colorful coatings with the highest solar reflectance (SR) values. Best of all, we're staying true to our goal of improving performance without additional costs.

### **We lower VOCs by:**

- Using a higher percentage of solids
- Ensuring less coating volatizes into the air
- Creating higher coverage rates
- Introducing ways to eliminate waste

### **Ten years of biorenewable and recycled materials.**

Where others see a food crop, we see a biorenewable resource perfect for creating a heavy metal-free resin. It's this kind of thinking that has made Valspar responsible for many firsts. Backers are an essential part of the coating system, and we were the first to introduce biorenewable materials that will not burn off in our backers. We were also the first to offer a biorenewable polyester resin system for interior coil applications. Just as importantly, our eco-friendly

solutions deliver sustainability at the same applied cost. What's more, we use recycled biorenewables. Vegetable oil, for example, is a highly effective substitute for fossil fuels.

### **Solar reflectance — bringing you the largest color palette and the highest SR values.**

Valspar SR coatings are an eco-friendly building product that can lower energy costs without sacrificing durability, performance or beauty. In addition to cool metal roofs, solar reflective pigments are also used on wall panels and extrusions. These pigments are altered both physically and chemically to reflect infrared radiation while still absorbing the same amount of visible light. A reflective pigment will stay much cooler than its nonreflective counterpart. Mastering this science allows us to bring you the highest SR values in the industry.

# Green innovation. Going above and beyond environmental regulations.

## **Continual changes in environmental regulations, industry and customer expectations affect all aspects of a building.**

As legislation becomes more complex, we are making it our responsibility to introduce coatings solutions that lessen the burden of compliance for our customers.

Toxic heavy metals have been essential to the coatings industry for decades. Removing them is no small task. The implications present a whole new set of challenges. It's been up to our scientists to discover eco-friendly materials to serve as their replacement.

Chromium (hexavalent chromium) is a perfect example. This form of chromium has been used for its superb corrosion-inhibiting properties. Our scientists have been working tirelessly to replace it with materials and production processes that maintain corrosion resistance without adverse environmental or cost implications.

The 2003 enactment of the first RoHS regulation by the European Union has spurred the removal of selected heavy metals like lead, cadmium, and hexavalent chromium from products around the globe. Valspar has responded accordingly to ensure our customer's products are compliant with this important legislation.

LEED v4 incorporated new requirements for communicating information about the composition of products used in the building industry. Valspar is meeting the demands for greater material transparency by working with our customers to provide information on our coatings so these demands can be satisfied.

Valspar actively participates in several important green initiatives, including CRRC, LEED, Energy Star and others. We don't just comply with regulations, we sit on council boards, allowing us to create eco-centric initiatives for the future.

## **RoHS**

RoHS-compliant coatings eliminate the use of cadmium (lead) in achieving brighter colors. RoHS makes sure alternative solutions are safe for people and the environment.

**Valspar replaces chromium, mercury, cadmium and other hazardous substances with alternatives without sacrificing quality or increasing costs.**



Roofing manufacturers can label various roof surface products with radiative property values rated under a strict program administered by the CRRC.

**Valspar has hundreds of products that meet CRRC's strict requirements.**



Every aspect of a building's life cycle is analyzed to make sure it conforms to the most up-to-date environmental standards.

**Metal building components painted with Valspar coatings can contribute to achieving LEED points.**



Products that earn the Energy Star® label use less energy and prevent greenhouse gas emissions by meeting strict energy-efficiency guidelines. Energy Star includes reflective roofing products.

**Valspar has almost a thousand products listed on the Energy Star qualified products list.**

Nationwide implementation  
of cool roofs could mean  
annual cooling cost

savings of  
\$1 billion.



Cool metal roofing  
can mitigate the  
urban heat  
island effect.

Roofs with higher  
reflectance have lower  
surface temperatures,  
which help reduce  
ambient air  
temperatures.

When asphalt  
roofs are converted  
to prepainted  
metal roofs,  
energy costs  
drop 20%.

## ECO-FRIENDLY PRODUCTS:

### Universal Backer Versoval™

Universal Backer (Versoval in Europe), is a modified-polyester coating utilizing biorenewable materials and high-volume solids. This eco-friendly backer offers better coverage than epoxy backers with excellent adhesion and corrosion resistance.

### Acropon®

The Acropon two-coat acrylic paint system is formulated to protect aluminum from the elements while preserving its brilliant color and gloss. What makes Acropon eco-friendly? It's a cradle-to-cradle product that can be disposed of in a natural way and will decompose.

### ValGreen™

ValGreen contains readily available biorenewables. It provides excellent coverage with easy application, resulting in more productivity, lower applied costs and reduced carbon emissions. All with the same benefits as standard polyester top coats.

### Fluropon® SR Flurothane® SR Flurospar® SR WeatherXL™ SR

Solar-reflective coatings keep metal building components cooler, thereby reducing operating costs. Our broad range of SR products protect and beautify coated metals used for roofing, soffits, walls and siding. Durable for decades against pollution and wear, our SR coatings remain flexible, strong and rich in color.

### Chrome-free primer

Since 2003, Valspar has been using chrome-free primers successfully in the appliance industry in the U.S. and in the building industry in Europe. Novacoil Primer 871, in Europe, is a chrome-free polyester primer that offers maximum protection for exterior applications.

# Testing green innovation.

It's all well and good to incorporate biorenewables, reduce VOCs and waste, and use higher solids to improve coverage. But more important questions have to be asked: Will it last? Will it perform as specified? Will it meet our total cost of ownership goals? Here's the short answer: Yes. If the product exists, it has been subjected to the harshest testing environments and conditions we can find or create.

## **The ultimate test fence. Established in the mid-'50s.**

The fully accredited centerpiece of Valspar's exposure sites is a 6.25-acre facility in Fort Myers, Florida. Based on its subtropical location, this weathering site provides conditions that are perfect for natural exposure testing. The site has well over 100,000 panels on exposure. It's home to a world-class laboratory staffed with scientists carrying out a wide array of tests to measure saltwater and air corrosion, chemical degradation and UV damage, among other factors.

## **Expect true color: hardworking and weather tested.**

We perform extensive and continual testing on resins and pigments to ensure that we achieve the highest industry standards for solar reflectance, retention of color and gloss, adhesion and finish consistency, and quality. In addition to this site, Valspar owns facilities around the world: in Rochester, Pennsylvania, we test acid rain; in Marengo, Illinois, we test freeze/thaw; and in Queensland, Australia, we test the impacts of high-UV light. All of our facilities collaborate to ensure coatings are tested in every condition possible.

## **Testing sites across America and the world include:**

### **Internal sites:**

Ft. Myers, FL  
Rochester, PA  
Garland, TX  
Bowling Green, KY  
Marengo, IL  
Queensland, Australia  
Guangdong, China  
Shanghai, China

### **External sites:**

Daytona Beach, FL  
Ocean City, NJ  
Phoenix, AZ  
Belmont Beach, Australia  
Bohus-Malmö, Sweden



**Valspar Test Fence  
Fort Myers, FL**

Over  
**100,000**  
panels  
on exposure  
facilitate  
accelerated  
weather  
tests.

Independent  
laboratory tests confirm  
that Valspar finishes emit  
no harmful  
off-gases.



Eco-friendly innovation requires chemistry, physical science and decades of innovative formulation experience. Now you can see why Valspar is the innovation leader.

**It is a Valspar core belief that the environment comes first.**

**We believe that pollution can and will be reduced.**

**Waste can and will be minimized.**

**And new efficiencies can and will be discovered.**

Success means doing better for our customers and the environment while creating cost-effective products. By reducing the total cost of ownership, Valspar is proving that green innovation doesn't have to cost more.

**Green innovation answers the bigger question: How will this industry evolve?**

Valspar has protected, colored, restored and branded virtually every substrate imaginable. We will continue to provide our customers and the environment with solutions that matter. Valspar focuses on continuously making our operations and products more sustainable, safe and economical to use.

**The future. It matters. And we're on it.**



Printed on recycled paper with soy-based inks  
at a sustainable green printer.

**valspar**  
if it matters, we're on it.®