



PPG Industries

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News

PPG launches online solar reflectance index (SRI) tool for cool roofs

Searchable database helps architects find best combination of color and performance

PITTSBURGH, Feb. 14, 2011 – PPG Industries' (NYSE:PPG) coil and extrusion coatings group has launched an online tool that helps architects and building owners select the best cool roof coating color, based on reflectance, for new and retrofit building projects.

Users can compare hundreds of cool roof coating colors, many registered with ENERGY STAR or the Cool Roof Rating Council (CRRC), by visiting coolcolorsdatabase.ppg.com and entering available or desired data for one of more of the following criteria:

- Product code
- Product name
- Color description
- L*a*b* color space value
- Solar reflectance (TSR/SRV)
- Thermal emittance (TE)
- Solar reflectance index (SRI)
- ENERGY STAR and/or CRRC listing

Based on the criteria provided, the selector tool generates a report with data tables and color swatches for all matching cool roof coating colors. Users also can review the full menu of ENERGY STAR- and CRRC-listed cool roof colors from PPG by clicking the “search” button.

Scott Moffatt, PPG director of marketing for coil and extrusion coatings, said the color selector is designed to streamline the specification process. “We understand how difficult it is for architects and specifiers to sort through manufacturers’ catalogs and industry listings to find the right colors and products for their projects,” he explained. “This tool enables them to expand the search process and accelerate it at the same time.”

To learn more, visit coolcolorsdatabase.ppg.com or call 1-888-PPG-IDEA (774-4332).

About PPG

PPG Industries’ vision is to continue to be the world’s leading coatings and specialty products company. Founded in 1883, the company serves customers in industrial, transportation, consumer products, and construction markets and aftermarkets. With headquarters in Pittsburgh, PPG operates in more than 60 countries around the globe. Sales in 2010 were \$13.4 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com.