



## PPG Industries

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# News

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## PPG publishes ULTRA-COOL coatings brochure

PITTSBURGH, Feb. 28, 2011 – PPG Industries' (NYSE:PPG) coil and extrusion coatings group has published a brochure highlighting colorful DURANAR(R) ULTRA-COOL(R) and SUPERL(R) II *ULTRA-Cool* infrared-reflective coatings for metal roofs, sidewalls and building components.

The six-page booklet quantifies the energy and environmental benefits associated with *ULTRA-Cool* coatings, which are designed to deflect solar heat away from buildings so they stay cooler and use less energy for air conditioning.

*Duranar ULTRA-Cool* coatings are available in a broad palette of light and dark colors, enabling architects to design bold, distinctive buildings without sacrificing energy performance.

The brochure also features *Duranar VARI-COOL(R)* coatings, the first metal coatings to combine *ULTRA-Cool* coatings technology with special-effect pigments that change color depending on how light refracts off their surface and the angle from which they are viewed.

*Duranar ULTRA-Cool* and *Duranar VARI-Cool* coatings are based on the renowned *Duranar* PVDF coating system by PPG, which has a 40-year history of proven performance in harsh building environments. The coatings also meet steep-slope, cool roof requirements for ENERGY STAR(R), Title 24 and *Leadership in Energy and Environmental Design* (LEED) criteria published by the U.S. Green Building Council (USGBC).

*Superl II ULTRA-Cool* coatings are formulated with a proprietary silicone-polyester resin technology that provides chalk- and fade-resistance superior to those of other silicone-polyester coatings.

To download a copy of the *ULTRA-Cool* coatings brochure, visit [www.ppgideascapescapes.com](http://www.ppgideascapescapes.com), or call 1-888-PPG-IDEA (774-4332) to order a printed version.

### 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](http://www.ppg.com).

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