



NEWS RELEASE

## Dura Coat Features Tough, Flexible Coatings at 50th National Frame Building Expo in Nashville

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GLEN MILLS, Pa.--(BUSINESS WIRE)-- Dura Coat Products, Inc., an Axalta Coating Systems (NYSE: AXTA) company, will feature its premium quality line of high-performance coatings at booth #737 at the Frame Building Expo, held at the Gaylord Opryland Resort and Convention Center in Nashville, Tennessee, on March 8-10. The Frame Building Expo is the nation's largest event for post-frame construction professionals and is hosted by the National Frame Building Association (NFBA), which is celebrating 50 years as the industry's primary source of post-frame building resources, education, and research and development.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170301005060/en/>

Dura Coat Products, Inc., an Axalta Coating Systems company, will feature its premium quality line of high-performance coatings at booth #737 at the Frame Building Expo in Nashville, Tennessee, on March 8-10. (Graphic: Axalta)

Dura Coat, a leading supplier of industrial coatings, will feature its well-known products

Durapon 70™, Ceranamel™ XT-

40S and XT-10. Durapon 70, a premium polyvinylidene fluoride (PVDF) coating that is designed to be harder and more flexible than other PVDF coatings, is exceptionally resistant to installation scratching, scuffing, marring, staining and transit abrasion to help protect buildings from harsh environmental elements. Durapon 70's flexibility handles the most demanding post-forming and bending operations, making it an ideal coating choice for roofing and siding suppliers.

Ceranamel XT-40S, a siliconized polyester with a ceramic, porcelain-type finish, is designed to be harder and more resistant to abrasions and stains than conventional coatings. The XT-10 series of polyester resin finishes provide cost-effective protection in exterior exposures with resistance to ultraviolet degradation, to prevent chalking and fading in severe environments. XT-10 coatings are an excellent choice for commercial exterior applications, like side

panels, insulated panels, garage and entry doors, soffit and fascia.

“These products are formulated in line with Dura Coat’s commitment to reduce our carbon footprint and to be environmentally compliant,” said Dan Knight, Vice President and General Manager of Dura Coat. “Durapon 70 and Ceranamel products are formulated with cool pigments and conform to the Cool Roof Rating Council and Energy Star minimum solar reflectance approval requirements, which makes them excellent for use in environmentally sensitive applications.”

The National Frame Building Expo brings together builders, manufacturers, suppliers, distributors and design professionals from the post-frame construction industry in the United States. Keynote speaker, Haydn Shaw, a noted expert on leadership and change, will kick-off the three-day tradeshow exhibition and breakout seminars focusing on business and marketing, construction training, and technical and product knowledge.

To learn more, visit Dura Coat booth #737 at NFBA Expo in Nashville or [duracoatproducts.com](http://duracoatproducts.com).

To learn more about Axalta, visit [axaltacs.com](http://axaltacs.com).

## Dura Coat Products

Founded in 1986, Dura Coat Products is a manufacturer of quality coatings for coil and spray applications. With plants in Riverside, CA and Huntsville, AL, the company’s entire family of high-performance, scratch-resistant products are developed with advanced formulations using low-emission resins, cool pigments, and energy-saving manufacturing systems and methods. Dura Coat is now part of the Axalta Coatings Systems family, headquartered in Philadelphia, PA. To find out more about Dura Coat coatings systems, visit [duracoatproducts.com](http://duracoatproducts.com), email [sales@duracoatproducts.com](mailto:sales@duracoatproducts.com) or telephone 951-341-6500 or 256-350-4300.

## About Axalta Coating Systems

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, commercial vehicles and refinish applications to electric motors, buildings and pipelines, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With more than 150 years of experience in the coatings industry, the approximately 12,800 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [axalta.com](http://axalta.com) and follow us @Axalta on **Twitter** and on **LinkedIn**.

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