

October 21, 2016



## Dura Coat to Showcase High Performance Coatings at METALCON in Baltimore

**NASCAR® champion Jeff Gordon will greet attendees and sign autographs**

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Dura Coat Products Inc., an Axalta Coating Systems (NYSE: AXTA) company, will display its line of premium quality, high performance coil, extrusion and tube coatings at METALCON, the premier trade exhibit bringing together professionals in the metal construction sector, held at the Baltimore Convention Center in Baltimore, Maryland on October 26-28. NASCAR® champion Jeff Gordon will make a special appearance in the Dura Coat booth (2207) to meet customers and attendees on Wednesday, October 26 from 2:00 p.m. to 4:00 p.m.

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

<http://www.businesswire.com/news/home/20161021005710/en/>



Innovative rooftop finished with Dura Coat Durapon 70 coatings. (Photo: Axalta)

Dura Coat, a leading supplier of industrial coatings formulated to be environmentally responsible, offers an extensive range of coil coatings for use in building components and aluminum extrusions, as well as many other general industrial applications. Leveraging decades of coatings expertise and utilizing extensive research and development, Dura Coat products are ideal for manufacturers who

prefer environmentally responsible products for use in industries that rely on metal such as

HVAC equipment, appliances, construction, garage and entry doors, office furniture, lighting fixtures, and electrical insulation. At METALCON, Dura Coat will feature its new air dry, water-based Hydropon™ coating along with the company's other established brands including Durapon™ 70, a premium PVDF coating that is harder and more flexible than other PVDF coatings, and Ceranamel™ XT-40S, a polyester with a ceramic, porcelain-type finish.

"We are looking forward to our first shared event with Dura Coat since the acquisition," said Michael Bennett, Axalta's Industrial Marketing Director. "Axalta's partnership with Dura Coat is powerful because of our shared vision and focus on technology, including their drive to continuously create innovative new products. A great example of this is Hydropon which we're particularly excited to be introducing."

Hydropon is a new water-based, air-dry PVDF that is formulated to revitalize and transform old roofs and siding to look brand new again. Hydropon provides a smooth surface and restores beauty and resilience to mold, mildew, delamination and peeling in the face of exposure to the harshest weather conditions. With its fast and easy spray application, Hydropon is designed to adhere exceptionally well to previously coated metal. After a brief two-hour air dry process, in which the coating must be protected, the finish achieves full physical properties within one week.

Hydropon continues the Dura Coat tradition of offering tested and proven high performance construction industry coatings. The product's solar reflectance value is more efficient than uncoated roofs in directing heat away from surfaces, thus keeping building attics and ducts cooler which ultimately helps to reduce cooling costs. Hydropon's durability ensures protection from water, humidity, extreme temperatures, UV, oxygen and acid rain.

To learn more, stop by the Dura Coat booth 2207 at METALCON in Baltimore or visit [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. For technical information about Hydropon or to find out more about Dura Coat coil 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 – Celebrating 150 Years in the Coatings Industry**

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 150 years of experience in the coatings industry, the 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 [axaltacoatingsystems.com](http://axaltacoatingsystems.com) and follow us @Axalta on [Twitter](https://twitter.com/Axalta) and on

[LinkedIn](#).

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