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Dura Coat Partners with Coated Metal Group to Deliver Innovative Roofing Solutions

New Ceranamel XT40S Product Designed to Show 3-Dimensional Appearance

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Dura Coat Products Inc., an Axalta Coating Systems (NYSE: AXTA) company, is partnering with Coated Metal Group (CMG) to combine innovative engineering and the advanced technology of Dura Coat coil products to produce state-of-the-art roofing and siding materials. CMG is a leading manufacturer of pre-finished steel products for the commercial and residential property construction industry.

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

<http://www.businesswire.com/news/home/20161025006578/en/>



Coated Metal Group's innovative roofing designs finished with Dura Coat Durapon 70 coatings. (Photo: Axalta)

Dura Coat coating technologies being used on CMG construction projects include Durapon™ 70, a premium PVDF coating that is harder and more flexible than other PVDF coatings, and Ceranamel™ XT40S-SMP, a smooth, durable polyester resin formulated to provide superior resistance to chalking, fading and environmental weathering. The partnership has already yielded some noteworthy projects,

such as construction by Heritage Goodhew, leaders in metal roofing installation and repair.

“The unique metal roofing engineering designs by CMG combined with our innovative coatings technology truly combines the best of both worlds,” said Dr. Miyung Ki Hong, President and Chairman of Dura Coat. “This powerhouse partnership between Dura Coat and CMG will continue to produce highly durable metal roofing solutions for customers across the United States.”

Dura Coat worked closely with CMG to design a special wrinkle-textured polyester version of XT40S, called Krypt-Stone, which will give a unique 3-dimensional appearance, enhance abrasion resistance and increase scratch-resistance during installation. These innovative formulations designed to deliver long-term exterior weathering performance make Dura Coat coatings a leading choice for commercial and residential applications.

CMG headquarters was established in Madison, Wisconsin with additional production and distribution facilities in Denver, Colorado, Minneapolis, Minnesota, and Indianapolis, Indiana. Utilizing 33 years of manufacturing experience, CMG consistently provides high quality products that illustrate its design and engineering expertise to deliver exceptional value to the customer. CMG is expanding its operations by opening two new production facilities in Phoenix, Arizona, and Salt Lake City, Utah, beginning January 2017.

“We are delighted to partner with a company like Dura Coat and Axalta who continually demonstrate their commitment to developing consistently innovative products that are also respectful to the environment,” said Gary Woodward, President of Coated Metal Group. “Working closely with their chemists has helped ensure exceptional color match on production batches, boosting our already high confidence in delivering beautiful and protective roofing and construction materials.”

To learn more about Dura Coat’s innovative technologies, visit duracoatproducts.com. To learn more about Axalta, visit axaltacs.com. For information about Heritage Goodhew, please visit <http://www.heritagegoodhew.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 Coating Systems family, headquartered in Philadelphia, PA. For product technical information, or to find out more about Dura Coat coil coatings systems, visit duracoatproducts.com, email 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 and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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