

# COOL COATING SYSTEMS

**Cool metal coating systems from Valspar® help you save on energy costs while helping the environment at the same time.** These products contain solar reflective (SR) and thermal emittance (TE) pigments that have been altered both physically and chemically to reflect infrared radiation while still absorbing the same amount of visible light. The result is that both the coating and your roof stay cooler. These environmentally friendly building products are engineered to lower energy costs without sacrificing the features and benefits that Valspar customers have come to expect, like field-proven durability, performance and beauty that outlasts competitors.

Our cool coatings are available in a variety of formulations, from 70% polyvinylidene fluoride (PVDF) and silicone modified polyester (SMP) to polyester, and offer a large palette of energy-efficient colors that meets rigorous LEED, ENERGY STAR® and CRRC requirements. For color choices, see your Valspar representative.

## Fluropon® SR

As part of Valspar's long-trusted, extensive Fluropon product line, this 70% PVDF resin-based exterior metal coating system continually exceeds performance needs and maintains its color and durability. Used on roof, wall and extrusion panels, the solar reflective pigments in Fluropon SR offer durability that resists heat absorption and aids in structure cooling.

## Flurothane® SR

The Flurothane family of thick-film primer coatings give the metal underneath extra protection against the harshest industrial and architectural environments. This 70% PVDF resin system offers resistance to chemicals, acid rain, humidity and salt to help projects maintain their structural and visual beauty, while also saving energy costs.

## WeatherXL™ and WeatherXL Crinkle Finish

Created to withstand any weathering or heat that comes its way, WeatherXL is a specially formulated SMP coating designed to go where it will be abused, maintaining extreme resistance to abrasion, chipping and marring. This coating is also available in a crinkle finish, which redirects light for enhanced visual depth and creates beautifully shifting, shimmering tones.



## ANY COLOR AS LONG AS IT'S COOL

SR coating formulations are available in a wide palette of colors, glosses and sheens to fit the project of your dreams. For color choices, see your Valspar representative.

### BENEFITS

- Exceptional resistance to sun, rain and other natural elements
- Resistance to marring, chalking and fading
- Tremendous UV protection
- Great flexibility and formability
- Superior weatherability
- Outstanding color consistency
- Proven durability

### END USES

- Metal roofing panels
- Metal wall panels
- Aluminum extrusions
- Utilized throughout multiple industries: commercial, education, government, agricultural, industrial and many more

## COOL ROOF EMISSIVITY AND URBAN HEAT ISLAND EFFECT

Cool metal roofing is one way to mitigate the urban heat island effect. Higher reflectance means lower surface temperatures, reducing ambient air temperatures. Metal roofing is also environmentally friendly due to its durability, recyclability and light weight. Valspar cool coatings systems like Fluropon, Flurothane and WeatherXL contain solar-reflective pigments to create a more energy-efficient product. Cool coatings systems help you obtain LEED v4 Heat Island Reduction-Roof Credit as well as ENERGY STAR® qualification.

## LEED v4 CREDIT POINT OPTIONS

When used in new construction, Valspar cool coatings systems offer opportunities to earn LEED v4 points for your products. Valspar will work with you to provide the technical information you need to support your program. The list below provides an overview of some of the possible credits. For more detailed information, check the LEED Credit Library for New Construction.

- I. Building product disclosure and optimization — material ingredients
- II. Building product disclosure and optimization — environmental product declarations
- III. Building life cycle impact reduction
- IV. The heat island reduction — roof  
(For color choices, see your Valspar representative)

### AT YOUR SERVICE

We're here to help, and we'd like to work with you on your next project. If you have questions, contact:

Coil: 888-306-2645 — [coilhelp@valspar.com](mailto:coilhelp@valspar.com)  
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if it matters, we're on it.®

