

VALSPAR + SUSTAINABILITY



THE ENVIRONMENT MATTERS, AND VALSPAR IS ON IT. WE CREATE PROTECTIVE COATINGS WITH BIO-RENEWABLE RESOURCES THAT HELP REDUCE THE URBAN HEAT ISLAND EFFECT. EVEN MORE, WE'RE CREATING COATINGS LIKE FLUROPON PURE, FOCUSED ON MATERIAL TRANSPARENCY, MAKING IT EASIER FOR PURCHASERS TO MAKE INFORMED DECISIONS ON SUSTAINABLE PRODUCTS.

URBAN HEAT ISLAND EFFECT REFERS TO THE RISE OF TEMPERATURES IN URBAN AREAS RELATIVE TO THE SURROUNDING RURAL OR NATURAL AREAS DUE TO THE HIGH CONCENTRATION OF HEAT-ABSORBING SURFACES.



AT LEAST **20%** OF THE LAND SURFACE IN MOST URBAN AREAS IS COVERED BY ROOFING.

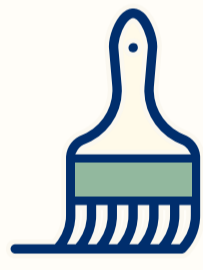


URBAN HEAT ISLAND EFFECT CAN INCREASE LOCAL TEMPERATURES UP TO **12°**.



TRADITIONAL ROOFING MATERIALS ABSORB **85 TO 95%** OF THE SUN'S HEAT ENERGY.

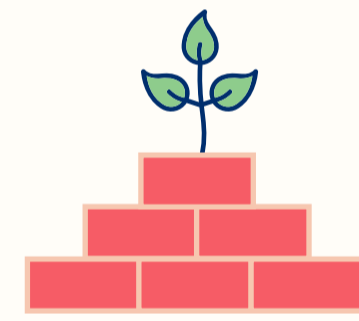
VALSPAR SOLAR REFLECTIVE (SR) COOL COATINGS REDUCE THE URBAN HEAT ISLAND EFFECT BY DEFLECTING MORE OF THE SUN'S RAYS. CONSEQUENTLY, BUILDINGS ABSORB LESS ENERGY, RESULTING IN LOWER ENERGY CONSUMPTION IN URBAN AREAS.



USING A METAL ROOF RESULTS IN A POTENTIAL ENERGY SAVINGS AVERAGE OF **\$20 TO \$30 PER YEAR PER 1,000 SQUARE FEET** OF ROOF SPACE. VALSPAR ESTIMATES THAT THE NATIONWIDE IMPLEMENTATION OF COOL ROOFS COULD REALIZE AN ANNUAL SAVINGS OF **\$1 BILLION**.



THE GLOBAL GREEN COATINGS MARKET IS FORECAST TO GROW AT AN ANNUAL RATE OF **5.1%** THROUGH 2020. DEMAND IN EUROPE AND THE ASIA-PACIFIC REGION HAS ALSO SHOWN SUBSTANTIAL GROWTH.



NORTH AMERICA LEADS THE WORLD IN DEMAND FOR GREEN BUILDING MATERIALS, ACCOUNTING FOR **40%** OF THE TOTAL MARKET SHARE – A MARKET PROJECTED TO EXPAND BY **12.5%** ANNUALLY TO ABOUT **\$234 BILLION** BY 2019.

VALSPAR IS PROUD TO INTRODUCE FLUROPON PURE; A COATING FOCUSED ON MATERIAL TRANSPARENCY, IDEAL FOR ARCHITECTURAL PROJECTS WITH CHALLENGING ENVIRONMENTAL AND SUSTAINABILITY REQUIREMENTS.

NOW INTRODUCING



FLUROPON PURE

FLUROPON PURE MEETS LEED V4 REQUIREMENTS.

- BUILDING LIFE CYCLE IMPACT REDUCTION
- HEAT ISLAND REDUCTION
- BUILDING PRODUCT DISCLOSURE AND OPTIMIZATION
- ENVIRONMENTAL PRODUCT DECLARATION

HARMFUL CHEMICALS MISSING FROM FLUROPON PURE:

- HEXAVALENT CHROMIUM
- PHTHALATES
- BPA

FLUROPON PURE MEETS LIVING BUILDING CHALLENGE'S RED LIST 3.0-COMPLIANT REQUIREMENT, AND HELPS CUSTOMERS TO BE RED LIST FREE. VALSPAR HAS TWO LBC DECLARE LABELS FOR BOTH COIL AND EXTRUSION COATINGS.

ELIMINATING WASTE AND POLLUTION IS THE RIGHT THING TO DO. VALSPAR SCIENTISTS CHALLENGE THEMSELVES TO FORMULATE HIGH-QUALITY PRODUCTS WHILE USING THE BEST MATERIALS AVAILABLE. WE'RE DOING IT THE ECO-FRIENDLY WAY: BY USING BIORENEWABLES AND RECYCLED MATERIALS.



VALSPAR IS SETTING TARGETS ACROSS SEVERAL AREAS, INCLUDING:

- REDUCTION, REUSE, RECYCLING, RECLAMATION & POLLUTION PREVENTION PROGRAMS
- OPTIMIZING THE USE OF ENVIRONMENTALLY-BENIGN MATERIALS AND PROCESSES



THE ENVIRONMENT MATTERS & VALSPAR IS ON IT



BIORENEWABLES IN VALSPAR COATINGS INCLUDE:

- PATENTED VIRGIN VEGETABLE OIL AND RECYCLED OIL
- A UNIQUE RESIN SYSTEM COMPOSED OF UP TO **30%** BIORENEWABLE PRODUCTS, THAT RESULTS IN A SUSTAINABLE FINISHED PRODUCT THAT DOESN'T LOSE BIORENEWABLE MATERIALS DURING THE CURING PROCESS
- INCORPORATING RECYCLED MATERIALS INTO FORMULATIONS