



# The Valspar Difference

**valspar**  
if it matters, we're on it.®

The Valspar Corporation  
P.O. Box 1461  
Minneapolis, MN 55440-1461  
Phone: 612.851.7000

[www.valsparcoilextrusion.com](http://www.valsparcoilextrusion.com)

**valspar**  
if it matters, we're on it.®

If it matters, we're on it.®

# Why Choose Valspar?

- 2 A History of Innovation
- 4 A Focus on Quality
- 6 A Commitment to Customer Service
- 8 A Commitment

---

## Our Mission

To be the best coatings company in the world as judged by our customers, shareholders, employees, suppliers and the communities in which we operate.

## Our Company Theme

If it matters, we're on it. The theme sums up our leadership in the coatings industry and the Valspar spirit, which encompasses innovation, quality, integrity and customer service.

---

## Our Products Include

- Primers and coatings for coil, extrusion and general industrial products
- Paints, varnishes and stains for the do-it-yourself and professional markets
- Coatings for rigid packaging, particularly food and beverage cans
- Factory-applied coatings for industrial customers and original equipment manufacturer
- Automotive refinish and specialty coatings
- Polymers and dispersions for paint and coatings manufacturers
- Interior protective coatings for aerosol cans for aluminum collapsible tubes
- Base coats and internal protective coatings for aluminum collapsible tubes
- Matte, soft-feel and other special-effect coatings for plastic and glass containers for the cosmetics industry
- UV varnishes, water-based varnishes and laminating adhesives for the graphic arts market

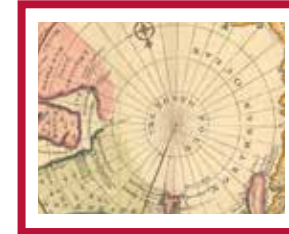
# A History of Innovation

1806



1806 Company founded in Boston. Yankee Clipper ships strengthen international trade thanks to Valspar wood varnish.

1906



Valspar invents a new clear varnish, which demonstrates its superiority in a number of comparison tests.

Admiral Robert Peary discovers the North Pole (well, gets close, anyway), carrying gear varnished by Valspar.

1925



The first beer can is manufactured thanks to Valspar's interior coating.

1927



Lindbergh's Spirit of St. Louis makes the first solo nonstop flight across the Atlantic, protected by Valspar coating.

1965



There are a lot of firsts when it comes to Valspar's Fluropon® coating. It was the first PVDF resin coating on the market, the first Kynar 500 license granted and a revolutionary new building product. The PennWalt headquarters in Philadelphia was the first monumental building protected with Fluropon coating.

2010



Valspar introduces Aquaguard™, the first zero-zinc, low-VOC coating for protecting shipping containers, with superior rust protection.

Since 1806, Valspar has delivered over two centuries of innovations to the coatings industry. Dedicated to bringing customers the latest innovation, the finest quality and the best service. With nearly \$4 billion in sales and more than 10,000 employees in over 25 countries, Valspar is a global leader and the fifth largest paint and coating company in the world.

# A Focus on Quality

Valspar manufactures a range of high-performance coating products that meet the most demanding requirements.

Let's start with coil and extrusion coatings.

## Coil Coatings

Coil coating is an environmentally sound and economical way to paint thin sheets of steel or aluminum in a continuous process. The finished sheets are used in various forms of roofing and cladding for appliances, building products and even light fixtures. The main coil product types are based on PVDF (fluoropolymer), silicone polyester, PVC and polyester resin technologies.

Valspar coil brands:

FLUROPON®, FLUROTHANE®, VALFLON®, ALAMO WHITE™, DYNAKOTE II™, POLYKOTE, WEATHERX®, VALSHIELD® and DIAMOND GUARD® D and T

## Extrusion Coatings

Valspar extrusion coatings use superior resin technology for spray applied to extruded aluminum products such as window and door frames, storefront and entry systems, skylights and atriums used in monumental structures, high rise and landmark buildings. Valspar has extrusion coatings that meet AAMA 2603, AAMA 2604 and AAMA 2605 standards.

Valspar extrusion brands:

FLUROPON®, ACRODIZE®, ACROFLUR®, FLUROSPAR®, NANODIZE®, POLYLURE® and SUPER DYNAPON®

## Legacy of Strong Brands



# A Commitment to Customer Service

Great customer service is the natural accompaniment to great products.

We are committed to our customers' satisfaction, and it shows in a number of ways.

## Quick Turnaround

We pride ourselves on getting product to customers as quickly as possible. Thanks to manufacturing plants around the globe, we can ship high-volume, in-stock items the next day, other product between 1-5 days, and custom-made product within 3-5 days.



## Superior Value

We're known for high performance. It applies to our products as well as our services and employees. With our wealth of technical knowledge, leadership and customer support, your project will always reach its full potential. We bring 200 years of coating expertise along with the quality, integrity and dependability that come with it.



## Strategic Partnership

At Valspar, we regard the customer relationship as a strategic partnership. That means being there at 2 a.m. when you need us. It means bringing in Valspar's industry experts and collaborating on marketing support programs. It means an excellent warranty protection program. It means working together on custom coatings to meet an unusual need. It means doing what it takes to have a successful partnership and a better solution. We don't mind getting paint on our shoes.



If it matters, we're on it.

Our theme also conveys how we do business. We focus on what matters to our key constituents – our customers, our shareholders, our employees, and our communities. Operating with a sense of urgency and always with integrity, we respond to our constituents' needs and help them to succeed. By being "on it," we build strong relationships, trust and loyalty.

### Leading Innovation

Changing the industry can be a job in and of itself. Then again, 200 years of experience in an industry tends to give you a leg up. Take a look at a few ways we do it.

#### Listening

The easiest way to stay innovative? Make sure you understand your customers' current and future needs.

#### Developing

We're constantly testing and retesting. Not just on current product lines. It's also about looking ahead.

#### Investing

New technology obviously comes at a price. But we've learned that you can't put a price on innovation.

#### Advancing

The first step to staying ahead of market trends? Paying attention to what the rest of the industry is doing.

### Safety and Integrity

**Safety.** Valspar pledges that our products will be safe, reliable and environmentally responsible. We strive to create and maintain an accident free work environment and to comply with all applicable laws and regulations. We work to safeguard our greatest asset: our employees.

Over the past 16 years, we have reduced our injury rate by almost 77%. Our 2012 injury rate is nearly four times lower than the paint and coatings industry average and among the safest industrial producers in the world.

**Integrity.** An honest, straightforward style accomplishes much more. That's why we pledge that our business actions and decisions will always reflect the highest standards of integrity and ethical conduct.

### Environmental Stewardship

We take our responsibility to the environment very seriously, both in minimizing the environmental impact of our facilities and in developing innovative products for our customers. So in the past eight years, we have reduced VOC emissions from our U.S. plants by over 40% and emissions of hazardous air pollutants by more than two-thirds.

### Social Responsibility

Valspar gives back, especially in the communities where we live and work. For example, as the national paint sponsor for Habitat for Humanity, Valspar has provided over \$45 million worth of cash and in-kind contributions.

In addition, Valspar is the driving force behind an innovative Habitat for Humanity program called A Brush with Kindness. Volunteers outfitted with paint and supplies transform neighborhoods by painting home exteriors, providing minor repairs and doing landscaping chores —tasks that can be difficult for low-income, disabled or senior homeowners.

### Partner for the Long Haul

These are the factors that make up the Valspar Difference and the reasons to choose Valspar as your supplier of choice for coil and extrusion coatings.

# A Commitment