



***UNRIVALED***

PREFINISH

**We know pre-finishing**



# 35

YEARS

**Axalta Industrial Wood Coatings**

has 35+ years supplying exterior primed and prefinished coatings to leading siding manufacturers



# Proven Coatings For Prefinishers

## Superior factory finish coatings

Our prefinisher program was developed leveraging core, proven coating systems designed for factory finish application. This technology has demonstrated performance over 35+ years for the leading siding manufacturers.

Prefinishers have invested in their operations to be closer to OEMs in terms of quality, consistency, and throughput. Expectations of quality, performance, and aesthetics have also been raised.

Our proven technology for OEM's combined with our expertise is a natural extension to support Prefinishers with more sophisticated operations. Our program can also address a more demanding marketplace for aesthetics, quality, and performance.

We have a proven track record of success with coatings designed to perform on a variety of exterior siding substrates.

Our advanced science, application expertise, equipment know-how, and technical experience are resources that deliver complete support for your operation. Together we can make your business better.

## FACTS

- > **Long Partnerships with Exterior Siding Leaders**
- > **Experience Developing Prefinish Solutions from Scratch**
- > **History of New Product Development and Continuous Improvement**
- > **Extensive Exposure Testing Program**
- > **State of the Art R&D and Applications Labs**
- > **Expert Application Engineering and Technical Service Support**
- > **17% more square feet per gallon than the competition at an equal dry film level**







Quality

+



Consistency

Best in class peak to valley ratio, meaning a more consistent film. A more consistent film reduces quality issues such as mudcracking in the valleys or thin coating on the peaks. The consistent film ensures durable performance.





# 1.71x more

peak DFT\* than  
competitor

\*DFT = Dry Film Thickness

**Axalta Median Peak DFT is 2.07 mils compared to competitor at 1.21 mils at equal application rates.**

Value	Axalta	Competitor
Overall DFT Peak Median (in mils)	2.07	1.21
Overall Peak to Valley Ratio (Based on Median)	0.50	0.28

**Axalta**



**Competitor**







**2x**

**better**

than top prefinishers for  
color fade





## Outstanding weatherability

Our coating systems are based on proven resin systems developed for leading siding OEM manufacturers. Our Color Change Ave DE values are 2x better than leading prefinishers. Based on our benchmarking studies, our coating also meets or beats the leading LP SmartSide prefinishers in terms of color fade and cracking.

### Color Change (DE's) Test Summary by Coating/Prefinisher

Coating/Prefinisher	Q-Trac*	
	Average	St Dev
Axalta	1.28	0.77
Prefinisher #1	3.31	2.16
Prefinisher #2	3.85	3.14

\*Note: Data based on one extended weathering study conducted by Axalta. The Q-Trac samples referenced in this report were exposed to 915 mega joules/m<sup>2</sup>, roughly equating to 3-8 years of natural exposure in North America. Timeline range is dependent on geography, climate, orientation, etc.

# Color Expertise

- ✓ Present exterior color palette trends
  - ✓ Evaluate and recommend customized color palette
  - ✓ Wide range of colors
  - ✓ History of customer collaboration to develop and launch new colors for exterior siding
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## Gorgeous aesthetics

Ability to create close to the wood, authentic looking stains and two-tone colors. The simple system allows for custom color creation.







## **Simple, easy to manage**

Just 7 bases for limited SKUs, easier inventory management, and ability to create custom colors and stains



# 30 YEAR WARRANTY

## **Axalta Warranty**

Axalta's coatings provide long-term protection and we back up their performance with one of the best warranties in the industry. We warrant our coatings for a full 30 years against peeling, flaking, blistering, chalking, and excessive fade, when they are properly applied.







# About Axalta

Axalta Coating Systems is a leading global company focused 100% on coatings. Since the 19th century, Axalta has developed, manufactured, and provided liquid and powder coatings to diverse industries.

From light vehicles, commercial vehicles, and refinish applications to electric motors, building components, pipelines, kitchen cabinetry, furniture and appliances, our coatings are designed to prevent corrosion, increase productivity, and add beauty. Around the world, our customers rely not only on the market-leading technology within our products, but also on the expertise of our dedicated sales and customer service organizations.

## Built for Performance

We are committed to understanding our customers' emerging needs so that we can continue to provide them with innovative, colorful, and sustainable solutions.

- > **150+** years in the coatings industry
- > **50** manufacturing facilities
- > **4** global technology centers
- > **30+** country technology laboratories
- > **47** customer training centers
- > Doing business in **130+** countries
- > **100,000+** customers, many with multiple facilities
- > **4,000+** distributors
- > More than **14,000** employees
- > **1,400+** scientists, engineers and technology staff



Superior technology worthy of our name.

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**For more information, please  
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The logo features the word "UNRIVALED" in a large, bold, italicized sans-serif font. Above the text is a thin red line that forms a wide, shallow triangle. Below the word "UNRIVALED" is the word "PREFINISH" in a smaller, all-caps sans-serif font. This text is flanked by two short horizontal red lines, one on each side.

**UNRIVALED**  
PREFINISH