



INTRODUCING
THE TOUGHEST
SILICONE POLYESTER
COATING UNDER
THE SUN.

Valspar

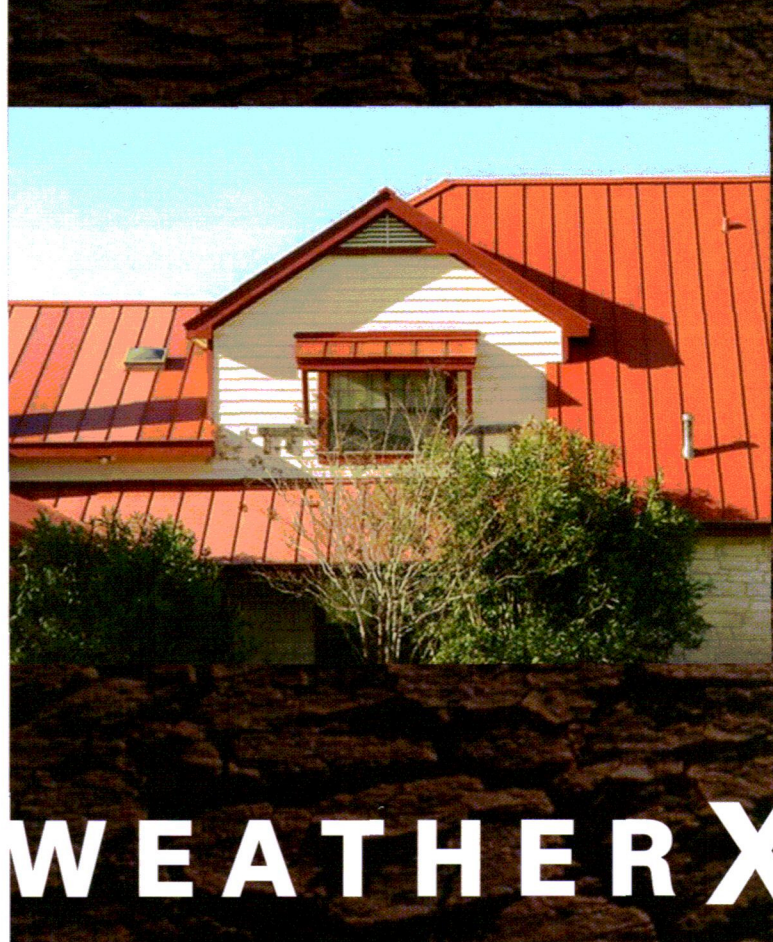
THE BASICS

Valspar is pleased to introduce WeatherX™ – a breakthrough in siliconized polyester technology. WeatherX offers a unique blend of the finest components of paint: **RESIN**, **PIGMENT** and **SOLVENT**. Each of these components, working together, plays a critical role in the performance and application of WeatherX.

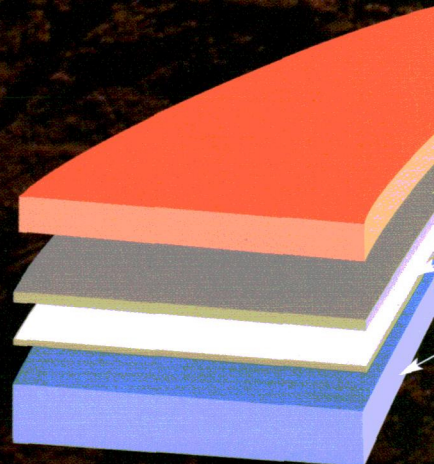
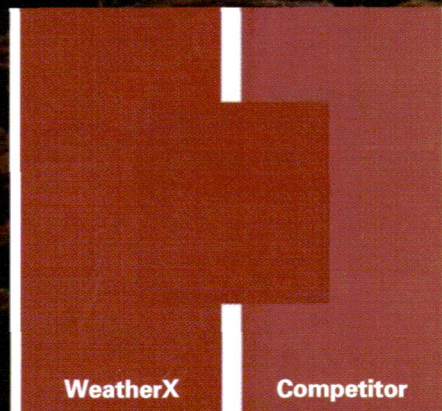
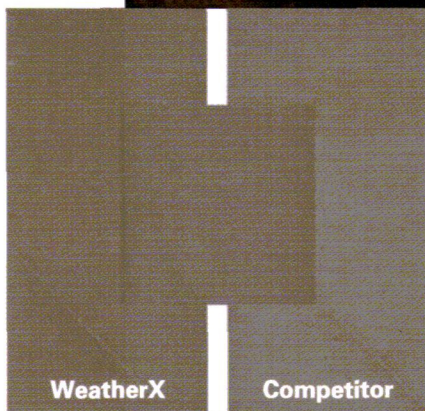
RESIN is a material used to hold pigment particles in suspension and attach them to the painted surface. Degradation of the resin system, characterized by chalking, can be caused by harmful ultraviolet (UV) light rays from the sun, acid rain, pollution, salt spray and other weather-borne chemicals. When a coating chalks, resin particles at the surface lose adhesion and take on a powdery white, chalky appearance.

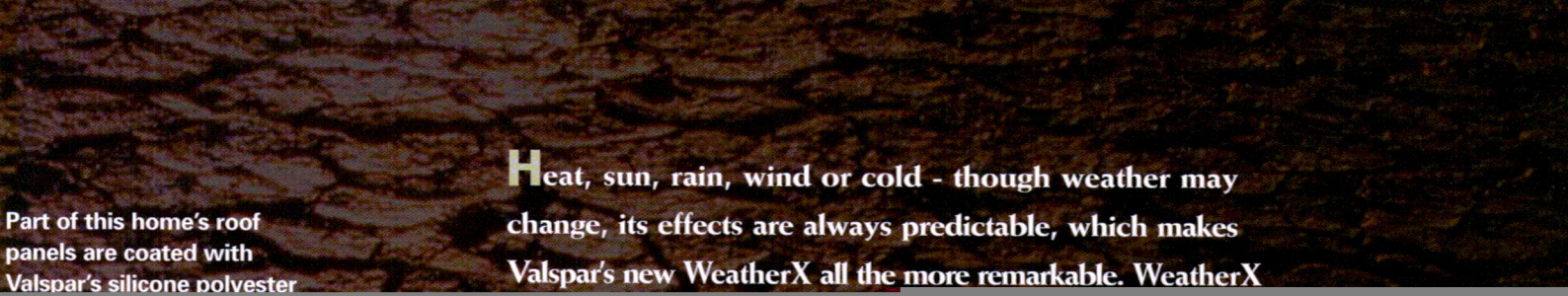
PIGMENT is an insoluble, finely ground material that gives paint its color and its ability to hide small irregularities by filling and leveling. Color can fade or change as a result of the affect of elements in the environment, such as ultraviolet light.

SOLVENT is any liquid that can dissolve a resin and make it fluid enough to apply. After paint is applied, the solvent evaporates, leaving the resin and pigment solids on the painted surface where they protect it from the environment and give it an attractive appearance.



THE WEATHERX





Part of this home's roof
panels are coated with
Valspar's silicone polyester

Heat, sun, rain, wind or cold - though weather may
change, its effects are always predictable, which makes
Valspar's new WeatherX all the more remarkable. WeatherX



ABOUT VALSPAR

Valspar is an American company with worldwide operations, and is one of the largest paint companies in the world, with sales of over \$2 billion annually. Valspar paints and coatings are used in exterior and interior architectural applications, appliances, furniture, packaging, and industrial areas. Valspar produces