



## **PPG CORAFLON Platinum powder coating exhibits 20 times the color retention of competitor products**

*Third-party testing highlights product's superior color and gloss performance*

PITTSBURGH, March 4, 2024 – PPG (NYSE:PPG) today announced the release of new data showing the superior color and gloss retention performance of [PPG CORAFLON® Platinum](#) powder coating for architectural extrusions. Testing by independent third-party laboratory Atlas Material Testing Solutions, conducted according to Fenestration and Glazing Industrial Alliance and American Architectural Manufacturers Association (FGIA/AAMA) 2605 standards, revealed that PPG *Coraflon* Platinum exhibited a minimal 6% loss in color over five-years. The data demonstrated that PPG's *Coraflon* Platinum exhibited 20 times the color retention of similarly colored competitor products within the same period.

During the first five years of the comparison, a leading competitor's Slate Gray shade underwent a significant loss in color. Studying gloss retention over the same five-year period, both Slate Gray and Bone White competitor colors lost 80% or more of their gloss. In contrast, PPG *Coraflon* Platinum powder coating had minimal color and gloss change.

PPG *Coraflon* Platinum powder coating also maintains its exceptional stability and performance far beyond the 10-year benchmark, according to Atlas Material Testing Solutions. The coating has undergone years of third-party testing in accordance with industry performance standards\*, including passing 4,000 hours of cyclic corrosion testing, correlating to 5-7 years of corrosion exposure in the field. PPG *Coraflon* Platinum also provides a number of additional performance benefits, including providing architects with an extended gloss range from five to 85, compared to the standard FEVE (fluoroethylene vinyl ether) powder coatings with a range of 25 to 70.

“Our customers demand high levels of performance and sustainability, and as partners we always strive to meet their needs,” said Marizeth Carvalho, PPG global powder lead, Industrial Coatings. “We know customers have long valued the color and durability of our PPG *Coraflon* Platinum coatings, and this new data emphasizes our ability to outperform competitors in the market.”

PPG *Coraflon* Platinum powder coating offers a wide selection of colors, effects and glosses, including popular anodized metal finishes. For architects and designers, the [PPG \*Coraflon\* Platinum color collection](#) features the themes of Embrace, Engage and Escape—encapsulating color options that reflect major trends influencing design. The collection also features mineral tones and textures that mimic cement, stone, terracotta and other natural finishes.

PPG *Coraflon* Platinum powder coatings are available globally for metal building components and architectural applications that demand the industry's highest levels of corrosion and weathering resistance. PPG *Coraflon* Platinum coatings are specifically formulated without TGIC (triglycidyl isocyanurate), PFOA (perfluorooctanoic acid), fluorosurfactants, VOCs (volatile organic compounds), HAPs (hazardous air pollutants), Living Building Challenge (LBC) Red List substances, SVHCs (substances of very high concern) and are REACH compliant.

For more information about PPG *Coraflon* Platinum powder coating, view the [product sheet](#).

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\*Tests carried out according to Section 8.9 of Fenestration and Glazing Industrial Alliance and American Architectural Manufacturers Association (FGIA/AAMA) 2605 standards

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At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and specialty materials that our customers have trusted for more than 140 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$15.8 billion in 2024. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit [www.ppg.com](http://www.ppg.com).

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