

Colorful.
Pre-finished.
Ready to go.



PPG TRUEFINISH® Building Products

DURACOLOR™ Solid Color Topcoats and
Semi-Transparent Finishes for Factory Application



We protect and beautify the world™



Advanced factory-applied topcoats and finishes

Pioneering technology and quality in the machine-applied coatings market for more than 90 years

PPG has been a driving force in the machine-application industry for more than 90 years. For homeowners, builders, architects and lumber retailers, machine-applied coatings by PPG create significant advantages over coatings applied in the field. Our team works alongside machine applicators to generate consistent film builds, color performance and long-term durability to ensure each project receives beautiful and long-lasting protection.

Duracolor exterior coatings

Specifically designed for machine applicators, *Duracolor* exterior finish coatings create dynamic performance and durability over fiber cement and composite siding and trim boards. Engineered to protect against harsh exterior exposure and UV-degradation, *Duracolor* finish coatings are formulated to deliver excellent adhesion, color retention and film flexibility – enhancing the beauty and life of your projects.

Excellent exterior durability

- Powerful UV protection reduces color fade and chalking
- Strong adhesion properties for increased substrate protection
- Outstanding flexibility that reduces cracking

Consistent quality performance

- Machine application formula for better overall uniformity versus field application
- High-build formula increases coverage and color consistency

Manufacturing responsibility

- 100% acrylic latex formulas
- Water-based, low VOC (<100 g/l)

Colors available in a variety of ways

- *Duracolor* IM ten-base intermix system that can formulate over 2,000 colors from PPG's THE VOICE OF COLOR® collection
- Popular pre-mixed colors
- Tintable bases



Duracolor Solid Color Topcoats

for fiber cement and composite-substrate siding and trim

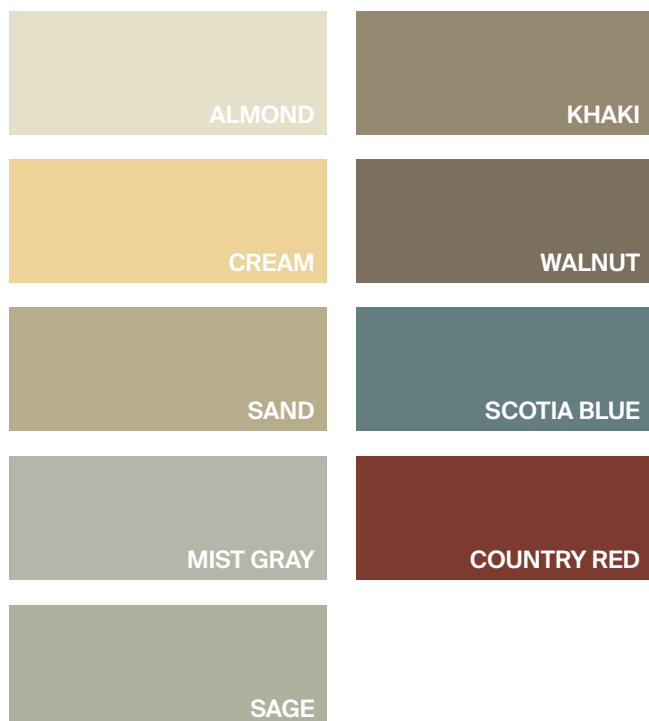
Rigorously tested to increase durability and color retention over field-applied coatings, *Duracolor* topcoat is proven to deliver strong exterior performance on fiber cement and composite-substrate siding and trim. Available in four tintable bases, nine factory-packed colors and a ten-base intermix system, *Duracolor* topcoats can be created in a wide range of high-hiding color formulations that produce outstanding one-coat surface protection.



Product Features

- Powerful mar resistance
- Excellent flexibility and adhesion
- Machine application formula for better overall consistency versus field application
- Long-lasting color retention and exterior durability
- Wide range of custom colors available
- 100% acrylic latex

Standard Color Palette*



Warranty protected

Ask your PPG representative about our 15-year, 25-year, 30-year and lifetime warranties.



Product Availability			
Description	Code	Description	Code
White Base	54550A	Deeptone Base	54552A
Midtone Base	54551A	Deep Rustic Base	54553A
Description	Code	Description	Code
Almond	UC80184	Khaki	UC80172
Cream	UC80182	Walnut	UC80180
Sand	UC80173	Scotia Blue	UC80179
Mist Gray	UC80175	Country Red	UC80178
Sage	UC80177		

* The colors above cannot be considered totally accurate color matches and are not to be used as approved standards.



Duracolor IM Ten-Base Intermix System for Duracolor solid color topcoats

Get the excellent durability, high-hiding one-coat coverage and excellent mar resistance of *Duracolor* solid color topcoats in variety of custom colors. Our *Duracolor* IM ten-base intermix system gives you the ability to offer your customers custom color matching and access to over 2,000 colors from PPG's renowned *The Voice of Color* collection – including lights, brights and darks.

Production Benefits

- Synchronized color-matching computer system
- Dispenses exact quantities for large or small jobs
- Automotive-grade pigments for long-lasting color retention
- Reduces production waste material
- Lower inventory and operating costs
- Eliminates traditional tinting while improving color quality and drying properties

Color Bases*

	CLEAR
	WHITE
	BLACK
	YELLOW
	RED
	DEEP GREEN
	DEEP BLUE
	BRIGHT YELLOW
	BRIGHT RED
	BLUE RED



Product Availability	
Description	Code
Clear Base	LV201801
White Base	54530A
Black Base	54531A
Yellow Base	54532A
Red Base	54533A
Deep Green Base	54534A
Deep Blue Base	54535A
Bright Yellow Base	54536A
Bright Red Base	54537A
Blue Red Base	54538A

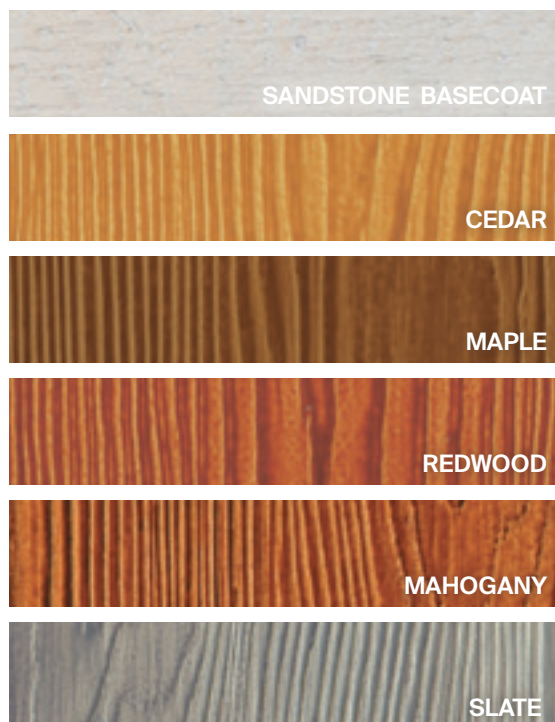
* The colors above cannot be considered totally accurate color matches and are not to be used as approved standards.

Duracolor Semi-Transparent Finishes for fiber cement and composite sidings

An ideal coatings solution for fiber cement and composite sidings, *Duracolor* semi-transparent finish is formulated to deliver long-lasting color retention that protects against prolonged exterior exposure. This topcoat finish is engineered to provide excellent flexibility at high film builds – creating strong and durable substrate protection.



Standard Color Palette**



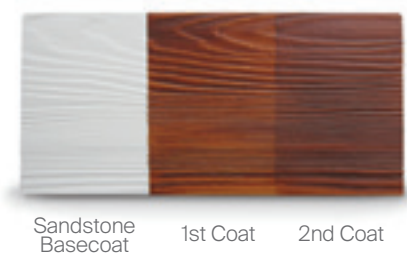
** Samples are shown with one coat of Sandstone Basecoat and two coats of semi-transparent finish. These samples were all lab applied.

Product Features

- Trans-oxide pigments used for outstanding UV performance
- Excellent flexibility prevents cracking
- Machine application formula for better overall consistency versus field application
- 100% acrylic latex

Select your system

Duracolor semi-transparent finish is applied over one basecoat of *Duracolor* solid color coating to offer powerful intercoat adhesion.



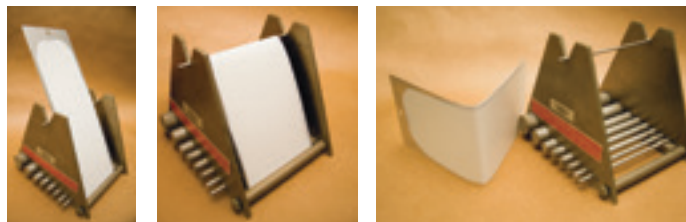
Product Availability	
Description	Code
Sandstone Basecoat	LV201028
Description	Code
Cedar	LV201025
Maple	LV201022
Redwood	LV201027
Mahogany	LV201026
Slate	LV201023



Product Data

	<i>Duracolor</i> Solid Color Topcoat	<i>Duracolor</i> Sandstone Basecoat	<i>Duracolor</i> Semi-Transparent Finish
Product Type	100% acrylic	100% acrylic	100% acrylic
Gloss @ 60°	Eggshell (10-20)	Flat (5-20)	Eggshell (3-12)
Volume Solids	37%	35%	33%
Weight Solids	51%	48%	39%
Weight	10.7 lbs./gal. (4.8 kg/3.78 L)	10.4 lbs./gal. (4.7 kg/3.78 L)	9.1 lbs./gal. (4.1 kg/3.78 L)
Coverage	300 sq. ft./gal. (18.6 sq. m/3.78 L)	300 sq. ft./gal. (28 sq. m/3.78 L)	300 sq. ft./gal. (28 sq. m/3.78 L)
Wet Film Thickness, Per Coat	5.0 – 5.5 mils	5.5 – 6.0 mils	4.5 – 6.0 mils
Dry Film Thickness, Per Coat	1.9 – 2.1 mils	1.9 – 2.1 mils	1.4 – 2.0 mils
VOC	0.63 lbs./gal. (76 g/L)	0.66 lbs./gal. (79 g/L)	0.71 lbs./gal. (85 g/L)
Drying Methods*	Air, force dry by infrared or convection air ovens		
Air Dry Time at Ambient Conditions	8 hours @ 70° F (19° C) and 50% humidity		

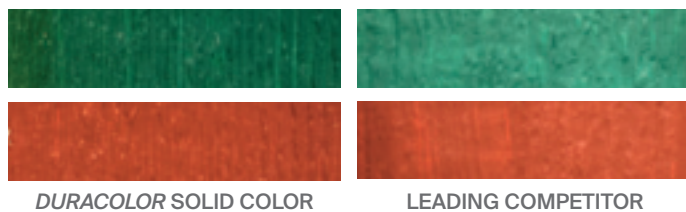
* Refer to technical data sheet for more specific information.



Flexibility

Duracolor solid color topcoat and semi-transparent finishes were applied to a metal panel for the mandrel bend test.

RESULT: Under extreme pressure, *Duracolor* coatings demonstrate outstanding flexibility that resists cracking.



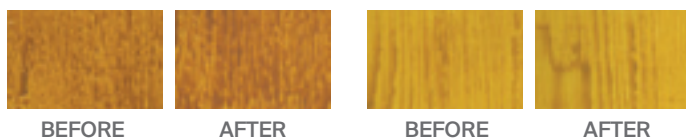
DURACOLOR SOLID COLOR

LEADING COMPETITOR

Color durability

Duracolor solid color topcoat was applied to fiber cement panels and tested against leading competitors in an accelerated weathering scenario for 5,000 hours.

RESULT: *Duracolor* coatings outperform the competition with better durability and color retention.



BEFORE

AFTER

BEFORE

AFTER

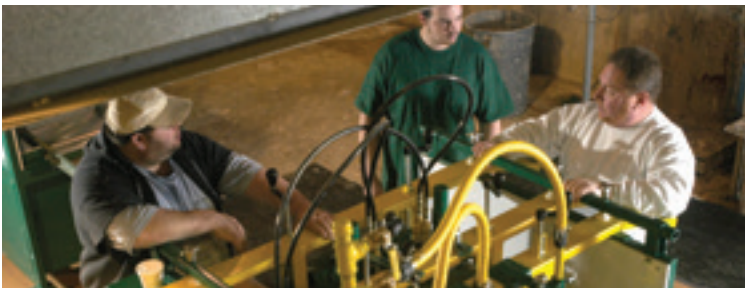
Fiber cement panels were coated with *Duracolor* solid color basecoat and topcoated with *Duracolor* semi-transparent finish, and tested in extreme accelerated weathering conditions (ASTM G155).

RESULT: *Duracolor* coatings resist weathering and retain their color.



A global partner with localized support

As a global company with operations in more than 70 countries, PPG is uniquely equipped to service all of your coatings needs, including helping you meet specific, coating-related environmental mandates, troubleshooting production issues, assisting with setting up new equipment and identifying areas where your processes may be streamlined. When you partner with PPG, you gain access to world-class technical services, color expertise and a global supply chain that delivers your products reliably on time, every time, anywhere in North America.



Set-up and ongoing support

We'll work with your team to establish best practices that include help designing your coating system, assistance setting up your equipment and fine-tuning or troubleshooting your processes. Once you get going, we'll make sure you get the support your system needs, including local color matching, performance testing and regular line audits.



Dependable inventory management

A PPG partnership includes a personalized inventory management program, so you have the materials you need, delivered when you need them. Our regional distribution and local outlets can support your individual supply requirements.

The technical data presented in this brochure is based upon information believed by PPG to be currently accurate. However, no guarantees of accuracy, comprehensiveness or performance are given or implied. Continuous improvements in coatings technology may cause future technical data to vary from what is in this brochure. Contact your PPG representative for the most up-to-date information.

Statements and methods described herein are based upon the best information and practices known to PPG Industries, Inc. However, procedures for applications mentioned are suggestions only and are not to be construed as representations or warranties as to performance or results, nor does PPG Industries, Inc. warrant freedom from patent infringement in the use of any formula or process set forth herein.

The PPG Logo and PPG TrueFinish are registered trademarks and *We protect and beautify the world* is a trademark of PPG Industries Ohio, Inc. *The Voice of Color* is a registered trademark and *Duracolor* is a trademark of PPG Architectural Finishes, Inc. ©2018 PPG Industries, Inc. All rights reserved. 10/18 MAC1002

