



News

Contact:
Sharon Bird
PPG Industrial Coatings
724-274-3845
sbird@ppg.com
www.ppgideascape.com

PPG launches CRRC, ENERGY STAR color registration initiative

Program enables metal roof manufacturers to accelerate tax credit eligibility

PITTSBURGH, Aug. 6, 2009 – PPG Industries (NYSE: PPG) can help metal roof manufacturers expedite registration of their cool roof coating colors with the Cool Roof Rating Council (CRRC) and the ENERGY STAR Cool Roof program, enabling them to promote tax credits and meet “green” building criteria.

The initiative results from a modification ENERGY STAR recently made to its Cool Roof program, which now accepts products registered with CRRC under its Color Family Program. Under the CRRC program, PPG can register a “representative” color in one of 17 standard color families, provided it has met CRRC’s prescribed three-year aged exposure criteria. New or additional colors within the same color family can be added to the CRRC registry without three-year test data as long as they meet CRRC’s initial ratings criteria for solar reflectance (SRV), thermal emittance (TE) and color. PPG can then help metal roofing manufacturers register these colors with CRRC and ENERGY STAR under their own company names.

PPG can accelerate dual color registration with CRRC and ENERGY STAR because it is the only coatings manufacturer with registered representative color standards, including three-year test data, for all 17 CRRC color families in both polyvinylidene fluoride (PVDF) and siliconized-polyester coating technologies. Flagship *Duramar ULTRA-Cool* coatings from PPG are based on PVDF technology. *Superl II ULTRA-Cool* coatings by PPG are made with siliconized-polyester resins.

“Because we have completed testing and registration for all potential color families with CRRC, we are able to speed color registration with ENERGY STAR,” said Tom McKay, product manager for PPG coil and extrusion coatings. “Customers with other coatings manufacturers may have to wait for three years of exposure testing before they can begin registering a color, a process they can complete with PPG in a few months.”

PPG currently has 154 colors registered with CRRC. To see the full list, visit www.coolroofs.org/products/results.php?pageStart=1&maxList=all&company_name=PPG%20Industries. To learn more about *Duramar* and *Superl II ULTRA-Cool* roof coatings and PPG’s color registration initiative, call 1-800-258-6398 or visit www.ppgideascape.com.

About PPG

Pittsburgh-based PPG is a global supplier of paints, coatings, optical products, specialty materials, chemicals, glass and fiber glass. The company has more than 140 manufacturing facilities and equity affiliates and operates in more than 60 countries. Sales in 2008 were \$15.8 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com.

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ENERGY STAR is a joint trademark of the U.S. Environmental Protection Agency and the U.S. Department of Energy.