EXPERIENCE AN

UPGRADE

START WITH THE FINISH

DURA COAT
PRODUCTS INC
Upgrade your roofing and siding coatings. Dura Coat’s premium coating finishes perform better than ever and look newer longer.

**DuraPon with Teflon**

A 21st Century PVDF coil coating, beats all the old favorites. Harder and more flexible than all other PVDF coatings on the market, it’s a premium system with a competitive warranty and the added benefit of DuPont™ Teflon® surface protector. The combination of Dura Coat Product’s advanced 70% Polyvinylidene Fluoride formulation and the universally recognized protective properties of Teflon offers winning results in a surface that’s easy to clean with mild detergents and exceptionally resistant to installation scratching, scuffing, marring, staining and transit abrasion. Designed to be applied as a two-coat primer/finish system with DC477 primer, the tough Durapon 70 system protects your buildings against the tough elements.

**Flexible, too.**

Durapon 70 flexibility handles the most demanding post-forming and bending operations. Formulated to be applicator-friendly on all lines, this trouble-free coating applies on hot dipped galvanized, zinc-aluminum alloy steel, aluminum and difficult substrate surfaces. Through improved rheology, it has a smooth finish for all coil coating and roll forming equipment, for consistent color, hide and thick film build at high line speeds.

**Many colors of green.**

Whatever color you’ve specified, Durapon 70 can match it. Our custom color matching process allows fast and accurate delivery of even special colors, including metallics and exotic finishes. Colorfast and environmentally friendly, the combination of durable ceramic and premium exterior grade Cool Roof pigments deflects UV rays to lessen the heat island effect, achieving the highest color and gloss retention. Continuing Dura Coat Product’s founding commitment to reduce the carbon footprint and be environmentally friendly, Durapon 70 complies with the Cool Roof Rating Council, Energy Star and LEED 29 standards.
Ceranamel hybrid custom coil coating is tough as nails, yet smooth as silk. Formulated from Dura Coat Product’s proprietary resin system, Ceranamel’s ceramic/porcelain-type finish is harder and more resistant to abrasions and stains than any conventional coating. When applied over the DC477 universal primer, this hybrid polymer coating with silicone forms a rock-hard surface that protects against transit and installation damage.

Hard and fast rules. Ceranamel offers the best hardness/flex ratio available in the industry. Developed with internal lubricants to handle the toughest roll-forming applications, it runs at the highest line speeds. It’s known for its durability and formability, and as the superior, cost-effective choice of roof and side panels on residential, light commercial and monumental applications. With excellent U.V. resistance, high color and gloss retention, it applies easily on primed hot-dipped galvanized, zinc-aluminum alloy steel, and aluminum substrates. The formulation uses the highest quality exterior grade cool pigmentation for long-term exterior performance. The Ceranamel family of coatings is popular for such applications as HVAC, office furniture, doors and appliances. Options include formulations with DuPont™ Teflon® surface protector to keep buildings looking newer longer, and antimicrobial systems to inhibit the growth of common microorganisms in appliance applications. With or without these additions, the innovative properties of Ceranamel, when applied as a two-coat primer/finish system, support the toughest, most competitive performance warranties in the industry.

Tough but friendly. Beyond its application-, fabrication- and installation-friendly qualities, Ceranamel is a friend to the environment. It’s available in cool roof formulations that comply with the Cool Roof Rating Council and meet the minimum solar reflectance requirements for Energy Star approval criteria.

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EXTRAORDINARY TIMES REQUIRE EXTRAORDINARY MEASURES.

While those words are true today, they were also true in 1986 when I started Dura Coat Products. The first factory was built in Southern California which had the nation’s most stringent environmental restrictions. I knew if we could handle the air quality issues there, we could handle them anywhere.

Today the world’s financial state again requires extraordinary measures. Here at Dura Coat Products, we’re going to great lengths to assist our customer/partners. As a result, we’re hearing things like: “They have been a very good partner to us. They have the products, technical support and commitment to service to be one of our very best supply partners.”

We take pride in helping solve our partners’ problems. When everyone wins, when everyone benefits — you know the team is doing solid work.

One thing we’ve never compromised is quality. If we deliver an exceptional product at a fair price, we’ll always have customers. I’m proud to say our products remain the finest in the industry. Our coatings have some of the hardest finishes available and withstand job site scuffing and marring. At the same time, they are easily post formed. Ease of application is equally important. We were told by a customer at a test run, “I just put it in the pan and it ran.” Another, after a trial production run, said, “It ran at 600-700 feet per minute with no problems. I didn’t think you could do it, but you did.” It was a new user and they’ve been a loyal customer ever since.

A favorite story is about the customer who asked if our coating was as good as the premium coating he had been running for years. Our answer was, “No. It’s better.” Forty-year-old coatings just can’t compete with today’s upgrades. As an example, our coatings now have Teflon®, which resists dirt and stains so that buildings look like new for a longer time.

Dura Coat Products has a heritage of being green. With our second factory built adjacent to a wildlife preserve, we live with daily concerns about environmental issues. We’re active with Cool Roof pigments to diminish the heat island effect and high solids to reduce VOCs. Our R&D lab is constantly working to improve our product offerings by reducing pollutants, lowering curing temperatures, developing greener products and reducing the carbon footprint. Around here, innovation starts with the finish.

Mike Hong