**AIA Booth #3621/Learning Lounge #3859LL**

# Valspar shares new colors, green innovations and continuing education at AIA

**Minneapolis – May 9, 2016 –** Sharing their passionate knowledge of color and expertise in architectural coatings, the Valspar Corporation’s representatives will be exhibiting in booth #3621 at the annual American Institute of Architects (AIA) National Convention and Expo, May 19-21, at the Pennsylvania Convention Center in Philadelphia.

Valspar’s team will host an in-booth **happy hour on Thursday, May 19, 3-4 p.m.,** to toast the new colors of its Fluropon® Effects Rustica coatings, the green innovation of Fluropon® Pure architectural coatings, and share information about several continuing education courses.

* **Fluropon Effects Rustica** coatings features richer, more saturated colors with a weathered, antique aesthetic, including some with a subtle color shift
* **Fluropon Pure** coatings help commercial building projects achieve the U.S. Green Building Council’s LEED® version 4 certification and adhere to the Living Building Challenge’s Declare program, using the Living Building Challenge Red List as a guide for hazard reduction

Available for coil and extrusion applications, both Fluropon Effects and Fluropon Pure coatings deliver the industry-leading performance expected of Valspar’s trusted family of Fluropon 70 percent PVDF resin-based coatings.

To keep architects informed of new products, trends and best practices, Valspar will present in-booth, 15-minute expo chats (0.25 LUs) on architectural coatings’ color and green innovations. “Green Innovations in Architectural Coatings” and “Painted vs. Anodized Coatings” also will be offered as one-hour AIA-approved **continuing education courses** (1.0 LUs each) at the AIA Expo’s Learning Lounge in room 3859LL. Registration is required for Learning Lounge courses, but there is no additional cost to attend these sessions.

Along with its industry-leading technical expertise, Valspar supports architects and designers with its proven high-performance coating systems, color-matching and sustainability resources, responsive customer service and high-priority lead times. Learn more at [www.valsparinspireme.com](http://www.valsparinspireme.com).

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**Valspar: If it matters, we're on it.®**

Valspar is a global leader in the coatings industry providing customers with innovative, high-quality products and value-added services. Our 11,000 employees worldwide deliver advanced coatings solutions with best-in-class appearance, performance, protection and sustainability to customers in more than 100 countries. Valspar offers a broad range of superior coatings products for the consumer market, and highly engineered solutions for the construction, industrial, packaging and transportation markets. Founded in 1806, Valspar is headquartered in Minneapolis. Valspar's reported net sales in fiscal 2015 were $4.4 billion and its shares are traded on the New York Stock Exchange (symbol: VAL). For more information, visit www.valspar.com and follow @valspar on Twitter.

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