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

Valspar Presents Fluropon Pure and “Green Innovations”

**Minneapolis – May 16, 2016 –** Supporting architectural projects with challenging environmental and sustainability requirements, the Valspar Corporation will present its new Fluropon® Pure architectural coating and its “Green Innovations in Architectural Coatings” continuing education course at the American Institute of Architects (AIA) national convention and exposition May 19-21.

On display in AIA booth #3621, Valspar’s **Fluropon Pure** coatingshelp commercial building projects achieve the U.S. Green Building Council’s LEED® version 4 (LEED v4) certification and meet the requirements of the Living Building Challenge’s Declare program. Using the Living Building Challenge Red List as a guide for hazard reduction, these coatings are formulated without use of PFOA, hexavalent chromium, lead or phthalates. Available for coil and extrusion applications, Fluropon Pure coatings deliver the same industry-leading performance as Valspar’s trusted family of Fluropon 70 percent PVDF resin-based coatings, including energy-efficient cool roof formulations.

“With transparency top-of-mind, architects and specifiers alike can rest assured knowing specific Valspar coatings allow them to achieve the highest environmentally friendly classifications,” said Jeff Alexander, vice president of sales for Valspar’s global coil and extrusion businesses. “More than just a coating, Fluropon Pure is the result of a culture of innovation that has existed at Valspar for over 200 years. It’s just one more way we’re making health, safety and the planet our priorities.”

Valspar’s team will host four presentations of its “**Green Innovations in Architectural Coatings**” continuing education course during the AIA convention in Learning Lounge #3859LL. Attendees will gain a better understanding of coatings’ ingredients and performance, coatings’ green innovations as a more sustainable option for metal building products, green coatings’ contribution to sustainability goals and their potential for end uses.

Valspar also will share four presentations of its “**Painted vs. Anodize Coatings**” continuing education course in Learning Lounge #3859LL. Participants who complete these courses will earn 1.0 Learning Unit for each.

*(more)*

*Valspar’s Learning Lounge presentations are scheduled for:*

**Thurs., May 19**

10:45-11:45 a.m., EL141A: Green Innovations in Architectural Coatings, Larry Ashby

12:30-1:30 p.m., EL142A: Painted vs. Anodized Coatings, Chrissa Bales

2-3 p.m., EL141B: Green Innovations in Architectural Coatings, Larry Ashby

**Fri., May 20**

10:45-11:45 a.m., EL142B: Painted vs. Anodized Coatings, Jay Register

12:30-1:30 p.m., EL141C: Green Innovations in Architectural Coatings, Melody Taylor

2-3 p.m., EL142C: Painted vs. Anodized Coatings, Chrissa Bales

**Sat., May 21**

10:45-11:45 a.m., EL141D: Green Innovations in Architectural Coatings, Melody Taylor

12:30-1:30 p.m., EL142D: Painted vs. Anodized Coatings, Jay Register

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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