



Proluxe Product Training

2023 Training Update

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OVER 135 YEARS OF CROSS-CATEGORY EXPERTISE & INNOVATION



AN ARCHITECTURAL COATINGS LEADER

Leading consumer, commercial and high performance brands on six continents

Continuous improvement driven by relentless commitment to sharing of technology and best practices

#1 Architectural Coatings
Company Around The World





Presenting the PPG PROLUXE® Brand

2023 Brand Presentation



PPG ProLuxe®

Same Great formula – NEW NAME!



- For decks, siding, windows and doors, a distinctively rich and vibrant finish is the hallmark of *PPG ProLuxe*.
- Our premium products are designed to provide unrivaled looks, durability and performance on all types of exterior wood.
- Over 200 years of woodcare experience
- Highly respected and trusted brand
- Commitment to providing the very best in professional wood care coatings.



Why PPG ProLuxe Products?

1. Unparalleled Premium Aesthetics

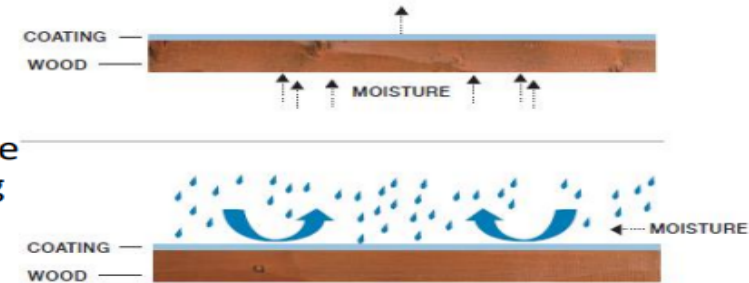
High-performance wood finishes expertly-formulated to amplify wood's natural beauty with unmatched color depth, richness, and clarity.



Why PPG ProLux® Products?

2. Water Repellency and UV resistance

- PPG ProLux coatings provide water repellency and UV resistance for the harshest environments and climates.
- The permeability of our resins allows moisture to escape through the finish as a vapor but doesn't allow standing water or rain to penetrate the finish.

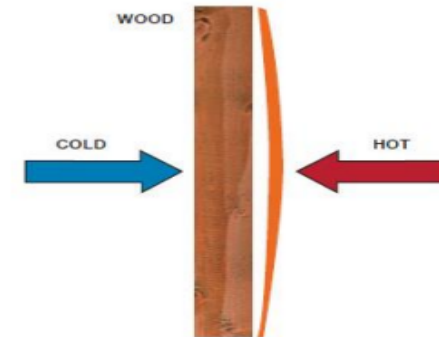


3. Mold & Mildew Resistant Protection

- PPG ProLux exterior coatings contain a fungicide to minimize deterioration from mold and mildew growth on the finish."

4. Resistance to Cracking and Peeling*

- PPG ProLux wood finishes maintain their flexibility when temperatures are extreme. This helps prevent cracking and peeling, common with varnishes and polyurethane coatings.



*Please refer technical data sheets for products offering this feature/benefit.

Penetrating Translucent Products

SRD Wood Finish



Oil-based product with maximum protection in a matte finish

**All purpose: Siding, Rails, Decks
One Coat Application**

- Translucent iron oxide pigments provide protection and beauty
- Can be used on multiple wood surfaces
- Pre-mixed color options

SRD RE Wood Finish



Lower VOC version of SRD

**All purpose: Siding, Rails, Decks
One Coat Application**

- Translucent iron oxide pigments provide protection and beauty
- Can be used on multiple wood surfaces
- Pre-mixed color options

SRD Semi-Transparent Wood Finish








Penetrating water-based semi-transparent finish

**All purpose: Siding, Rails, Decks
One Coat Application**

- High longevity rating means less maintenance
- Great color clarity and retention
- Enhances new and weathered wood
- Tintable to 60 colors

Film Forming Translucent Products

1 Primary RE Wood Finish & 23 Top Coat RE Wood Finish	Log & Siding Wood Finish	Maintenance RE Wood Finish	Premium Deck Wood Finish	Door & Window Wood Finish
				
Most vertical surface	Primarily Log & Siding, trim and garage doors	Vertical surface maintenance coat for film forming finishes	Primarily decks, also benches, spindles, rails	Windows, Doors, Trim
Versatile vertical finish solution	High performance finish designed for log & siding materials	Maintains color and integrity of finished surfaces	Premium furniture-like look for horizontal wood surfaces	High quality, flexible finish for trim & doors
<ul style="list-style-type: none"> • 3 coat system provides UV protection & beauty to vertical surfaces • Rich look with a satin sheen • Excellent UV protection and color retention 	<ul style="list-style-type: none"> • Provides the ultimate UV protection for log siding surfaces • Requires only 2 coats • Can apply to a variety of wood species 	<ul style="list-style-type: none"> • Clear finish maintains previously finished surfaces • Will not darken the color of the existing finish • UV absorbers protect from UV damage 	<ul style="list-style-type: none"> • High solids alkyd formula – only 2 coats needed • Trans-oxide pigments provide UV protection with color clarity • Can apply to a variety of wood species 	<ul style="list-style-type: none"> • Built in flexibility for specific trim & door usage • Excellent substitute for varnishes and polyurethanes • UV absorbers protect from UV damage

Solid Color Stain

Premium Solid Stain Wood Finish



Horizontal and vertical surfaces

Premium opaque oil/acrylic blend finish for all surfaces

- Formula offers the best properties of both alkyds and acrylics
- Self-priming on most bare or previously coated surfaces
- High solids formula ideal for high traffic areas
- Excellent penetration and adhesion
- Opaque Finish with a Low Luster sheen
- Great durability and washability
- Tint bases provide multiple color options
- Can coat wood and non-wood surfaces



How Old is Your Deck?

What Type of Wood?

Is It Currently Finished?

What Look do You Desire?



SRD & SRD RE Wood Finish

- **#1 Proluxe Product line**
- **Easy to use one coat application**
- **High quality, high transparency trans-oxide pigments for excellent protection and clarity**
- **Multi-use product for a variety of applications. Great for decks and siding.**
- **Provide maximum protection with an outstanding finish to enhance the natural appearance of wood.**
- **Meets all VOC regulations**
- **Available in Gallons and Pails**



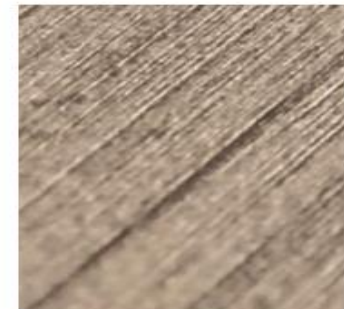
NEW SRD & SRD RE Color Launch

- ✓ Fog Grey and Ebony expand the color space for the SRD line while delivering on our signature look and clarity
- ✓ Reflect current trends and customer feedback
- ✓ Available in both SRD and SRD RE
- ✓ One gallon pack size
- ✓ Supporting sell-sheet, fan-deck inserts, and in-aisle dangles available

Ebony



Fog Grey



SRD Semi-Transparent Wood Finish

- **Easy to use one coat application**
- **High quality, high transparency, trans-oxide pigments for optimal color protection.**
- **Exceptional dirt pick-up resistance**
- **UV absorbers for added UV protection**
- **Multi-use product for a variety of applications. Great for decks and siding.**
- **Ultimate penetration to protect against moisture and wear.**
- **Clear Tint base available in gallon and pail.**



Premium Solid Stain Wood Finish

- ***Premium Solid Stain Wood Finish*** is a premium, solid color stain with a low luster sheen that will complement décor from classic to contemporary.
- Its acrylic/oil formulation features excellent penetration and adhesion over both bare and previously coated surfaces, remarkable color retention, easy application, and soap and water clean-up.
- Can be applied to both horizontal and vertical surfaces
- Available in gallons and pails
- Includes two tint bases
- Tintable to 53 colors









Log & Siding Wood Finish

- ***Log & Siding Wood Finish* is a high-performance translucent satin finish for exterior vertical wood surfaces.**
- **This alkyd high solids formulation offers optimum protection and a premium look in just two coats.**
- **The high solids alkyd resin used in *Log & Siding Wood Finish* is another example of Proluxes' commitment to providing excellent quality wood coatings.**



1 Primary RE Wood Finish & 23 Top Coat RE Wood Finish



- When used together, this system offers the ultimate in durability, UV protection, and color retention with a beautiful rich satin sheen.
- **1 Primary RE Wood Finish** is an exterior basecoat to be used with **23 Top Coat RE Wood Finish**.
 - Offers excellent penetration and adhesion to vertical wood surfaces.
 - Can be used alone on furniture or fences
- **23 Top Coat RE Wood Finish** is a premium, translucent topcoat for **1 Primary RE Wood Finish**.
 - The advanced alkyd resin with UV absorbers offers excellent durability and protection for siding and other vertical surfaces.
 - Can only be used as topcoat for **1 Primary RE Wood Finish**

Maintenance RE Wood Finish



- ***Maintenance RE Wood Finish*** is a premium, transparent exterior satin finish.
- Only apply over wood surfaces previously coated with ***Log & Siding Wood Finish*** or the ***1 Primary RE Wood Finish & 23 Top Coat RE Wood Finish System***
- Wood will then preserve its appearance and color without darkening the original coating.
- Available in clear; gallon or pail



Door & Window Wood Finish

- ***Door & Window Wood Finish*** is a high-performance finish for specialty applications such as doors and windows.
- The alkyd high-solids formulation offers optimum protection and a distinctive look for these unique areas.
- For exterior use only
- Available as a clear satin, ~~clear-gloss~~ or three ready-mix colors in a satin finish.



Satin Colors



008
Light Oak



009
Dark Oak



078
Natural



045
Mahogany

Clear Finishes



003
Clear Satin

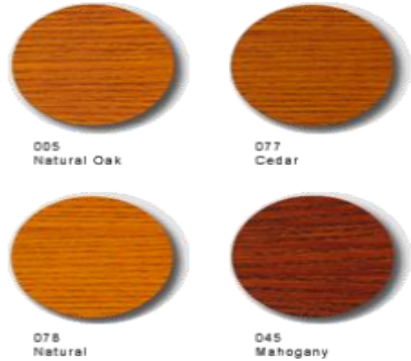


003
Clear Gloss





Premium Deck Wood Finish



- Excellent porosity and flexibility
- ***Premium Deck Wood Finish*** is a high performance, translucent satin finish for exterior decks.
- Alkyd high solids formulation offers optimum protection, ultimate durability and a beautiful furniture-like appearance
- Simple one product, two coat application
- Use on decks, lattice, railings and benches
- Transoxide pigments protect against UV damage



