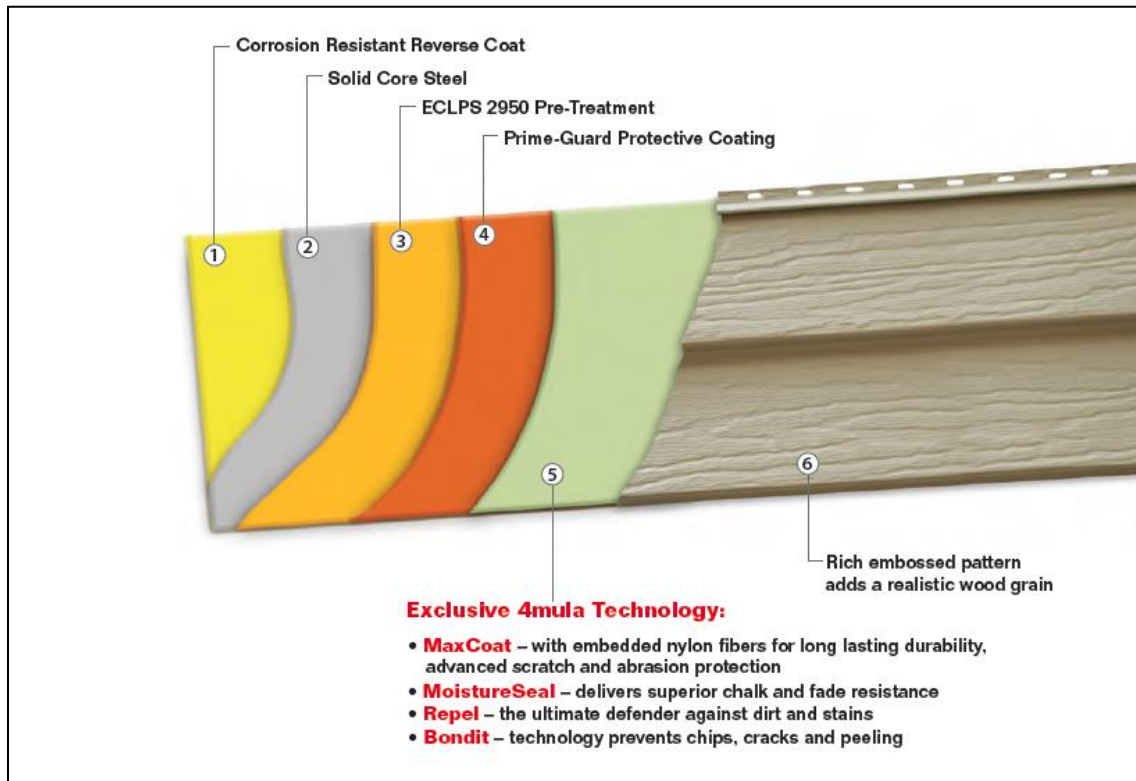


**AURORA STEEL SIDING**  
WITH NOVA-UVX4000 FINISH

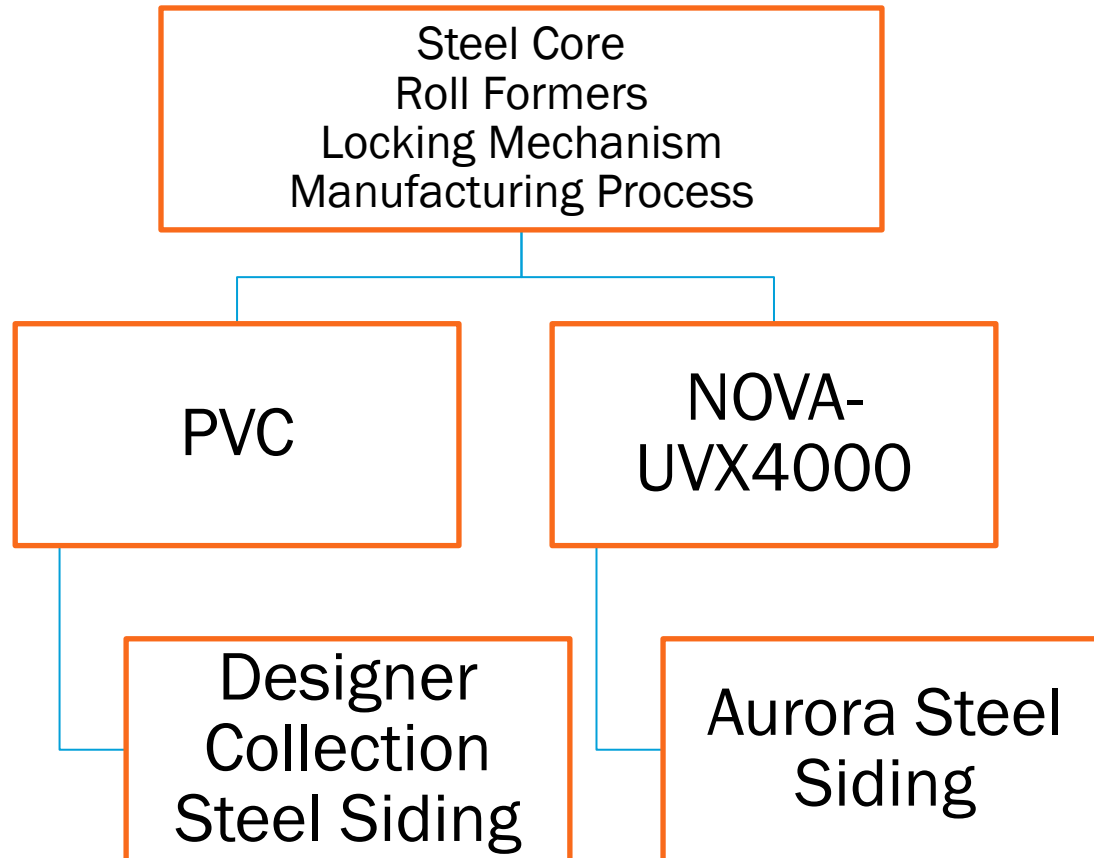
# AURORA STEEL SIDING




# AURORA STEEL SIDING FACTS

- Aurora Steel Siding is manufactured using the same core steel as our PVC coated steel siding
- Features brand- new NOVA-UVX4000 Finish
  - PVDF Coating
  - Low Gloss Finish
  - 35 Year Chalk & Fade protection
- Manufactured using same roll formers and tool sets as our PVC steel siding
  - Locking, forming and function are the same as PVC steel siding

# ONLY DIFFERENCE IS IN THE COATING



# NOVA-UVX4000 FINISH

- **Exclusive 4mula Technology**
    - **MaxCoat:** with embedded nylon fibers for long lasting durability, advanced scratch protection and abrasion protection
    - **MoistureSeal:** delivers superior chalk & fade resistance
    - **Repel:** the ultimate defender against dirt and stains
    - **Bondit:** technology prevents chips, cracks and peeling
  - **Solar Reflective Properties**
    - Meet Energy Star Solar reflective requirements
      - Siding does not qualify for Energy Star points
  - **PVDF resin based coating (PolyVinylidene Fluoride)**
    - Similar to Kynar or Hylar
  - **NOVA-UVX4000 Advantages:**
    - Great Flexibility and Formability
      - Outperforms the competition's steel siding coil
    - Outstanding color consistency and fade resistance for a like new appearance year after year
    - Saves Energy Costs
    - Virtually Maintenance Free Exterior
- 

# WHAT IS PAINT?

Paint is comprised of four principal ingredients: resin, pigment, solvent and additives. The percentage of each item can change depending on the coatings final application and color.

10%

**Pigments:** provide color, hiding and chemical resistance

25%

**Resin:** the “glue” holding the pigment to the substrate and weather resistance

65%


**Solvents:** the vehicle by which the solids are transported to the substrate.

**Additives:** Any number of chemicals added to the paint, usually in small amounts to bring special effects to the paint.

# COMPONENTS FUNCTION

Pigment	Resin	Solvent	Additive
Aesthetics	Properties	Application	Enhancement
Color	Durability	Stability	Mar Resistance
Gloss	Adhesion	Viscosity	Curing Agent
Adhesion	Flexibility	Compatibility	Settling
Film Strength	Color Retention	Film Control	Dispersion
Water Resistance	Abrasion	Adhesion	Anti-Freeze
Corrosion Resistance	Impact Resistance	Leveling	De-Foaming

# PIGMENT


- A pigment changes the color of reflected or transmitted light as a result of wavelength-selective absorption.
  - Their role must be for both coloration and function. Pigments are either inorganic or organic in composition. Sometimes both types must be used to achieve a certain shade or color.
  - In general paint manufacturers will blend inorganic pigments with premium resins (PVDF), and organic pigments with less-expensive resins (polyesters).
- 



# RESIN

- Resin is the “back-bone” of a coating
- Resin is the source for a coating’s durability and physical properties. It increases the physical strength and chemical resistance of the coating film, and allows for the curing process – a chemical reaction – to occur while paint is drying.
- Resins are composed of polymers
- Polymers are extremely large molecule, assembled from a combination of many small molecules

## Types of Resin

- Fluorocarbons (NovaUVX4000, Kynar® or Hylar®)
  - Silicone Modified Polyester (SMP)
  - Polyester
  - Plastisol (PVC)
- 

# KEY INGREDIENT: RESIN

- Resins differ in their ability to withstand UV degradation, and this criteria should be considered when selecting a metal coating for a specific location and application. Common resins used in the manufacturing of paint coatings for metal include:
  - Polyester
  - Silicone Modified Polyester (SMP)
  - Fluoropolymer (PVDF)

**Fluoropolymer is recognized as the premier resin system in the industry for protecting pigmentation from fade and chalking**



# RESIN TYPES

## PVDF

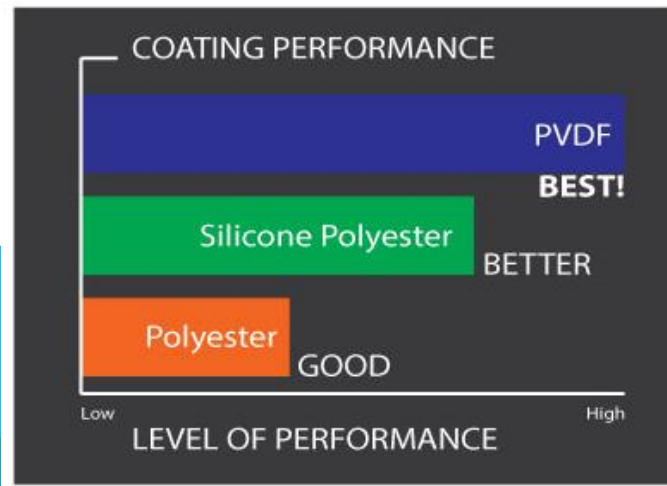
Best: The current state-of-the-art coating. The carbon/fluorine bond is one of the strongest chemical bonds known. A slippery finish that enables pollutants to wash away.

## SMP

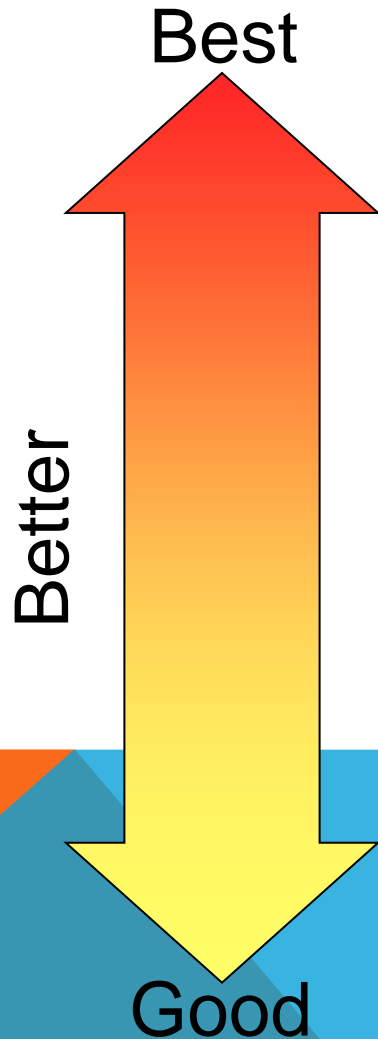
Better: A blend of polyester and silicone intermediates. Silicone acts to improve the gloss retention and weather resistance of polyester coatings.

## Polyester

Good: Generic polymer system with limited weather performance; can achieve a wide variety of colors because of the organic pigments used.



# DIFFERENT RESINS OFFER DIFFERENT PERFORMANCE QUALITIES



**Fluoropolymer** (Nova-UVX4000)

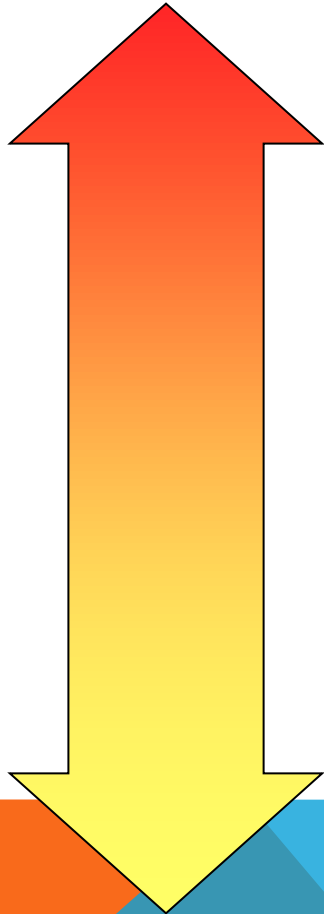
**Silicone polyester** (Edco)

**Polyester** (Emco)

# RESIN SYSTEM COMPARISON

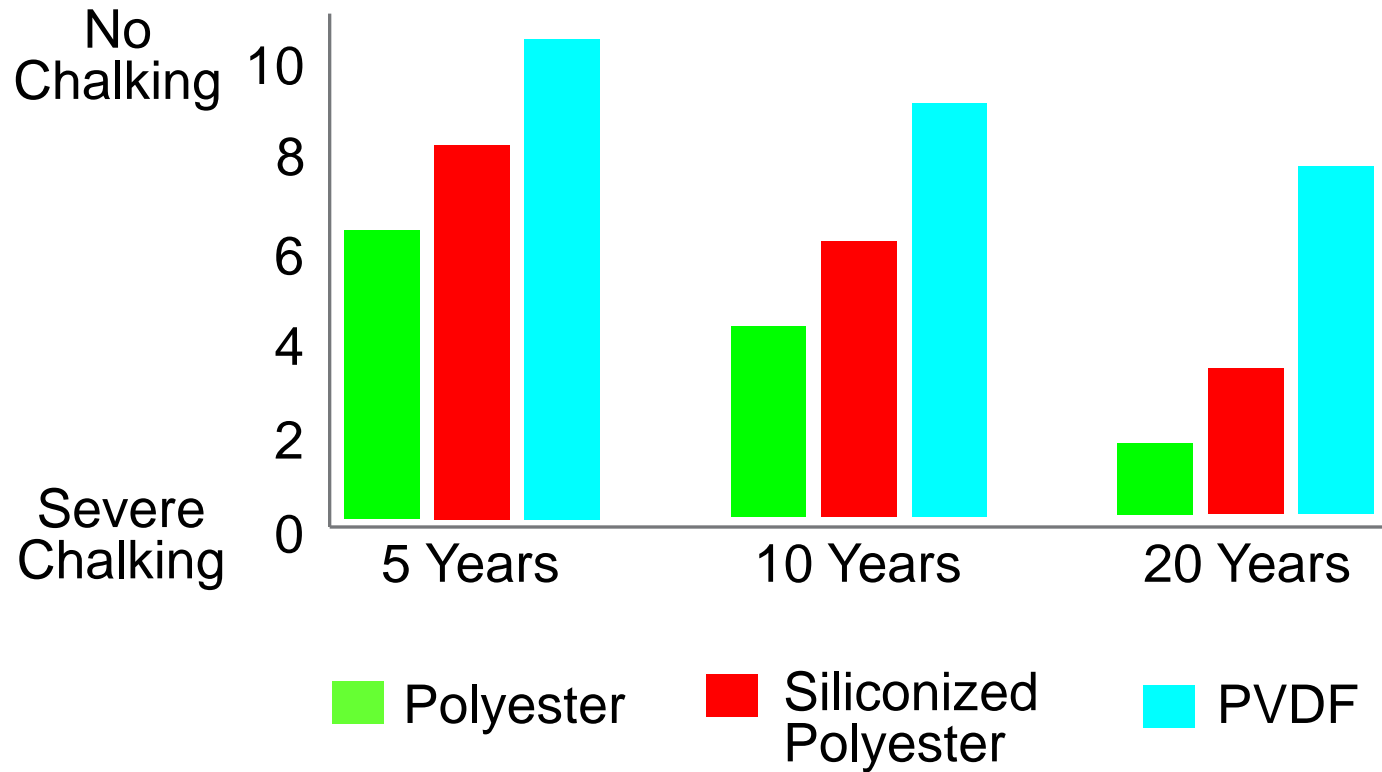
	Good	Better	Best
Resin Type	Polyester	Silicone Modified Polyester	70% PVDF
Chalk	Good	Very Good	Excellent
Fade	Good	Very Good	Excellent
Weathering	Good	Very Good	Excellent
Film Integrity	Good	Excellent	Excellent
Gloss Retention	Good	Very Good	Excellent
Dirt Resistance	Poor	Very Good	Excellent
Pigments/Color	Organic	Organic/Inorganic	Inorganic
End Use	Interior; Home Appliance, Lighting Fixtures, Wall Panels	Exterior; Metal Building Components, Agricultural, Corrugated Panels	Exterior; Metal Building Components, Architectural Roofing & Siding

# RESISTANCE TO CHALK AND FADE



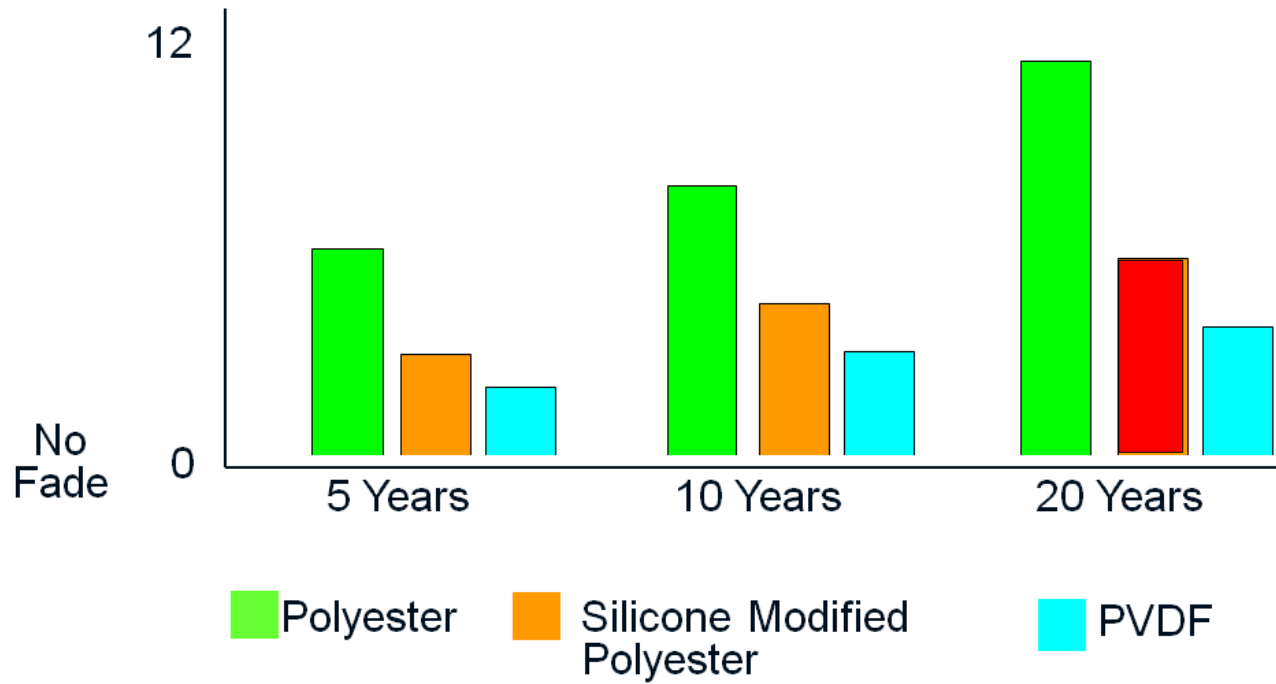
- PVDF (NOVA-UVX4000, Kynar or Hylar)
- Silicone Polyester (Edco)
- Polyester (Emco), Plastisol

# COMPARATIVE PERFORMANCE FOR CHALKING



# COMPARATIVE PERFORMANCE FOR FADE

Severe  
Fade





# INDUSTRY TERMS AND BRAND NAMES

Brand Name	Rollex Name	Technical Name
Kynar or Hylar	Nova-UVX4000	PVDF (Polyvinylidene fluoride)
Teflon	Repel	PTFE (PolyTetraFluroEthylene)

# COMPETITIVE PRODUCTS

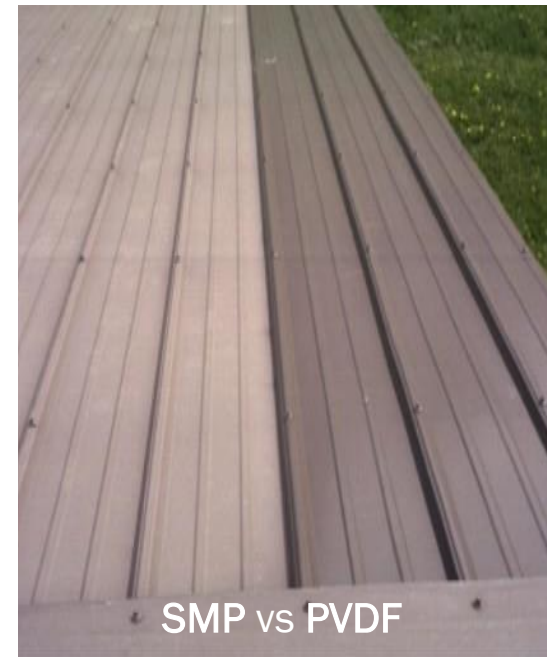
	Coating Type	Coating Name	Chalk Performance	Fade Performance	Solar Reflective Properties	PTFE	Warranty
EDCO	Silicone Modified Polyester	Entex	<p>20 Years</p>	<p>20 Years</p>	Yes- Cool Chemistry	Teflon	35 year fade No chalk coverage
EMCO	Polyester	Preserve			Yes- CoolPaint	Teflon	35 year chalk & fade
Rollex	PVDF	NOVA-UVX4000			Yes	Repel	35 year chalk & fade

■ Polyester     
 ■ Siliconized Polyester     
 ■ PVDF

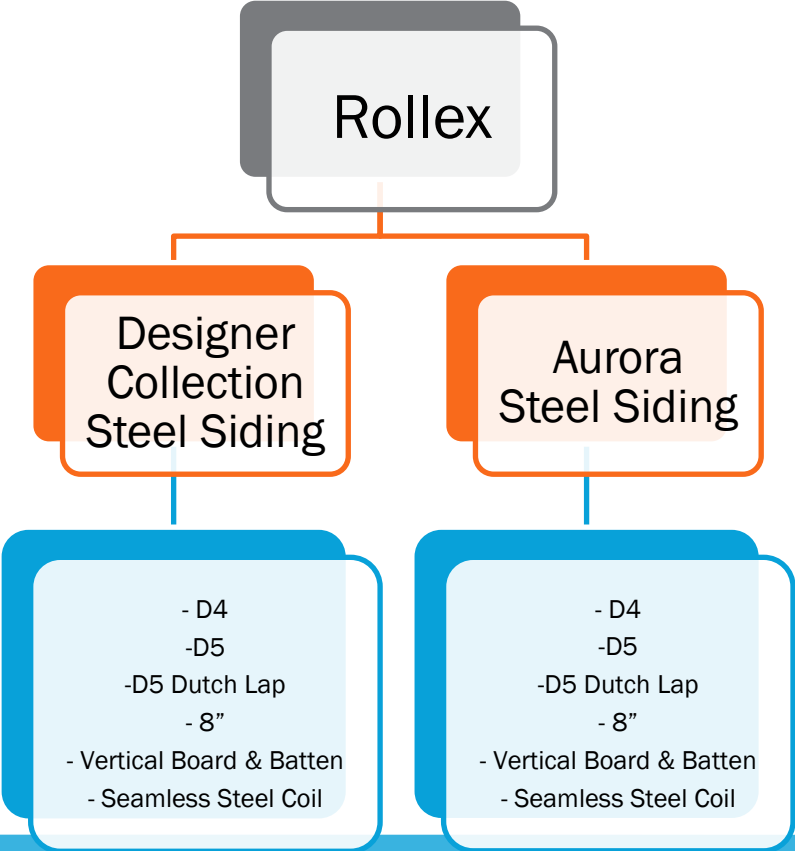
# WHY CHOOSE NOVA-UXV4000?

PVDF has a long established track record for unmatched performance in intense weather conditions dating back over 50 years.

- SMP does not offer the same long-term performance
- Proven durability with exposure testing results
- Age resistance qualities
- Premium dirt resistance
- Superior UV protection
- Unmatched color retention



# STEEL SIDING PRODUCT OFFERINGS



# AVAILABLE AURORA PRODUCTS

Item #	Description	Pcs/Ctn.	Lbs./Ctn	Ctns/Pallet
S-SD4HTK	Aurora Steel Siding Double 4" Non-Insulated Steel Siding	12	97	36
S-SD5HTK	Aurora Steel Siding Double 5" Non-Insulated Steel Siding	10	90	36
S-SD5DLHTK	Aurora Steel Siding Double 5" Dutch Lap Non-Insulated Steel Siding	10	90	36
S-S8HTK	Aurora Steel Siding 8" Non-Insulated Steel Siding	12	96	36
S-SVTHTK	Aurora Steel Siding 12" Vertical Board & Batten Non-Insulated Steel Siding	10	88	21
S-SE12K	3/4" Steel J Channel	25	45	40
S-SE18K	1-1/8" Steel J Channel	25	45	40
S-SUSMK	Steel Undersill Trim	25	44	55
S-SSL6TK	SL6 Steel Fascia	10	49	49
S-SSL8TK	SL8 Steel Fascia	10	62	36
S-SOCP1TK	1" Steel Outside Corner Post	10	71	21
S-SKIDK	10-5/8" Steel Siding Coil	1,180' Roll	700	1
S-SKIDXK	13-1/4" Steel Siding Coil	900' Roll	700	1
S-4SOCP1TK	1" Steel Outside Corner Post	4	29	20
S-10SE12K	3/4" Steel J Channel	10	20	24
S-10SUSMK	Steel Undersill Trim	10	20	24

# AVAILABLE AURORA COLORS

- Snowmist
- Pacific Blue
- Norwegian Wood
- Evening Grey
- Sandcastle
- Forest Green
- Sungold

