



**B. Paints, Sealants, Adhesives**  
**Technical Bulletin B-5**

**PPG Heat Reflective Paint Technology**

There is a limit to how dark a paint can be applied to VERSATEX or any cellular PVC trim. The issue is the amount of heat absorbed relative to the heat distortion temperature and (coefficient of thermal linear expansion (CTLE) of the product.

On a scale of 0-100 – with 0 being black and 100 being white – LRV quantifies the amount of light a paint color will reflect or absorb. Absolute black will absorb all light and “**heat**”, while pure white will reflect all light. Paint colors for cellular PVC trim have been limited to mid-tones, or any LRV above 50.

After extensive research and development, PPG has introduced an IR heat reflective paint for both factory finishing and field application (see chart below). Please consult Versatex for a list of the PPG colors.

Although PPG can produce custom IR heat reflective paint colors, they will not recommend them without extensive testing. VERSATEX exhibits excellent paint adhesion when tested in accordance with ASTM D 3359 Cross-Cut Tape Test, Adhesion Strength Test.

Although VERSATEX does not require paint for protection, it readily accepts 100% latex, latex acrylic, or latex acrylic with urethane additives. Since moisture is not present in VERSATEX, paint lasts longer on VERSATEX than on wood.

**Disclaimer: VERSATEX Building Products is not liable for paint used on VERSATEX and/or the results of its use.**

**PPG IR Heat Reflective Paints**

<b>Applicant</b>	<b>Coats</b>	<b>Paint</b>	<b>Description</b>
Factory Finish	1-2	PPG Aquacron 200	Waterborne Acrylic Enamel (MV 200 Series)
Factory Finish	1-2	PPG Duracolor Exterior	Exterior Acrylic Finish (54550 A Series)
Field Applied	1-2	PPG Permanizer	Exterior Acrylic Finish (769-10 series)
Field Applied	1-2	PPG Acri-Shield Max	Exterior Finish (589-10 series)
*All paints tinted with 897 heat-reflective pigments			

## VERSATEX Partners with PPG to solve dark paint color concerns.

### PPG Heat Reflective Paint Technology Colors

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After extensive research and development, PPG introduced an IR heat-reflective paint for factory finishing and field application (see chart below).

If you are choosing to paint VERSATEX products a darker color with an LRV under 55, you can choose from the color pallet below. The colors listed have been approved and tested.

If you would like a custom color, please get in touch with PPG and allow extra time for processing.

The only location to order these paints from is below:

#### PPG Paints

**2510 Independence Drive,  
Ft. Wayne, IN 46808**

**Phone: 260.373.2373**

**Email: [paf9270@ppg.com](mailto:paf9270@ppg.com)**

The costs for paint and shipping will be charged accordingly.

Kindly note that PPG requires a lead time of 4 weeks. Please consider this when planning your orders.

USA orders only.

### PPG Color Selection



Linden Green  
LRV 35.60



All About Olive  
LRV 14.78



Boothbay Blue  
LRV 21.22



Distance  
LRV 16.54



In The Navy  
LRV 6.42



Lumbermen's Red  
LRV 8.56



Distant Valley  
LRV 46.61



Monterey Taupe  
LRV 33.60



Clam Shell  
LRV 18.32



Cobblestone  
LRV 54.38



Light Gray  
LRV 50.49



Gray Stone  
LRV 47.85



Cool Charcoal  
LRV 20.58



Glazed Granite  
LRV 12.24



Iron Ore  
LRV 8.25



PVC Black  
LRV 4.85

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