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VALSPAR INTRODUCES ZENITH® WATERBORNE WOOD COATINGS

Solvent-Free Product Line Offers Superior Durability, Beauty

ATLANTA, GA, August 20, 2008 – A new family of durable, water-based finishes called ZENITH® debuts at the International Woodworking Machinery and Furniture Supply Fair this week. Based on new product chemistry developed by The Valspar Corporation, ZENITH yields the most attractive, durable results to date from waterborne wood coatings, aiding builders, construction component and furniture manufacturers in adopting green building practices.

New ZENITH water-based finishes match the durability of solvent-based coatings while providing a high-performance, low odor, VOC-compliant and HAPs-free product. ZENITH helps reduce business expenses by delivering up to 20 percent greater coverage of wood surfaces than traditional solvent-based formulations.

The line includes water-based formulations of the existing Valspar wood coatings collection. The ZENITH Color Choice Finish Design Program includes wiping stains, spray stains, liquid glaze, powder glaze, and basecoats. ZENITH waterborne topcoats include lacquers, pre-catalyzed lacquers, conversion varnishes and UV coatings.

“The most frequent comment we get from customers is, ‘Wow! That’s beautiful!’” says Jamey Stiehl, Valspar technical service manager. “ZENITH is unique because now wood finishers don’t have to sacrifice beauty, durability or ease-of-application when they switch to waterborne coatings. Plus, changeover is simple, easy and cost-effective because your existing application equipment remains the same and product coverage will improve.”

ZENITH coatings deliver improved mar and scratch resistance, are easy to apply, odor-free, non-yellowing and under normal circumstances dry in less than 30 minutes. ZENITH surpasses all the Kitchen Cabinet Manufacturers Association (KCMA) coatings performance standards when applied properly.

“With ZENITH you can easily create any furniture-quality finish,” Stiehl says. “Results are extra tough due to our specially formulated polymers. These coatings represent a significant improvement over waterborne coatings currently on the market, so if wood finishing is part of your business, we are confident that you will want to try ZENITH.”

The ZENITH family of waterborne coatings is backed by Valspar’s 200-year commitment to excellence in wood finishing. As more distributors and original equipment manufacturers (OEMs) adopt green initiatives, the ZENITH family of products will help them meet their environmental goals without sacrificing beauty or affordability. As ZENITH products are not

classified as flammable, some businesses may qualify for reduced fire insurance premiums. ZENITH coatings are currently undergoing certification testing by a leading institution that is recognized by the U.S. Green Building Council.

“Development of the ZENITH product line was a major undertaking in terms of research and coatings science,” says Valspar Group Vice President Jim Randolph. “It is part of our mission to assist customers, and our customer’s customers, in achieving their business objectives. As a company, we will continue to develop innovative products like ZENITH that can provide a competitive advantage to our customers.”

The Valspar Corporation (NYSE:VAL) is a global leader in the paint and coatings industry. Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality and the best customer service in the coatings industry. For more information about Valspar products, visit www.valsparglobal.com.

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