



ULTRADURE[®] **XD-40**
ULTRA DURABLE COIL COATING


TITAN
COATINGS



UNIQUE BENEFITS

- “Cool Color” Ceramic pigments used for reduced energy consumption
- Highest Solids SMP on market with volume solids of 56-59%
- Utilizes only the highest quality ceramic and select inorganic pigments
- Rivals 70% PVDF in color fade resistance
- Industry leading gloss and color retention
- Outstanding scratch and abrasion resistance
- Flexible coating that withstands the demands of roll forming
- Excellent resistance to stains, UV radiation, weather and humidity
- Two-coat application with proven performance when used over our SuperPrime universal primer
- Can be formulated for graffiti resistance
- Long-term surface protection with competitive scratch resistance and film hardness

SUGGESTED MARKETS

- Commercial Building Products
- Residential Building Products

SUGGESTED END USES

- Roof and exterior wall panels
- Building components

NOT JUST DURABLE... ULTRA-DURABLE

UltraDure XD-40 is a premium, high-performance silicone modified polyester (SMP) coil coating system engineered to deliver exceptional durability, gloss retention, and long-term color stability. Formulated with our proprietary advanced ultra durable silicone modified polyester polymer, UltraDure XD-40 provides superior resistance to UV degradation, chalking, and chemical exposure—making it ideal for architectural, industrial, and metal building applications. Its unique resin system ensures excellent adhesion and flexibility, allowing it to perform in demanding environments without cracking or peeling.

Designed for both beauty and protection, UltraDure XD-40 utilizes only the highest grade exterior ceramic pigments and offers a rich, long-lasting finish that maintains its appearance even under extreme weather conditions. Available in a wide range of colors and gloss levels, this coating system enhances the aesthetic appeal of metal substrates while reducing maintenance costs over time. UltraDure XD-40 represents the next generation of coating innovation—combining strength, performance, and style to deliver unmatched value in the field of high-end coil coatings.

UltraDure XD-40 an ideal choice for agricultural, industrial, commercial and residential metal roofing and sidewall panels. UltraDure XD-40 coatings are designed for two-coat application on properly cleaned and pretreated aluminum and steel substrates, including hot-dip galvanized steel, GALVALUME® and ZINCALUME®.

When using Infrared Reflective (IR) “Cool Pigments”, UltraDure XD-40 SMP coatings also deliver an excellent balance of exterior gloss, color retention, chalk resistance and excellent flexibility in a wide variety of colors and gloss options — all while meeting cool roof requirements for LEED®, Cool Roof Rating Council (CRRC), California Title 24, Energy Star, ASHRAE 90.1 and numerous state, city and municipality voluntary codes.





THE SCIENCE BEHIND ULTRADURE XD-40 COATINGS

System built on a trusted, proven ultra durable silicone polyester resin

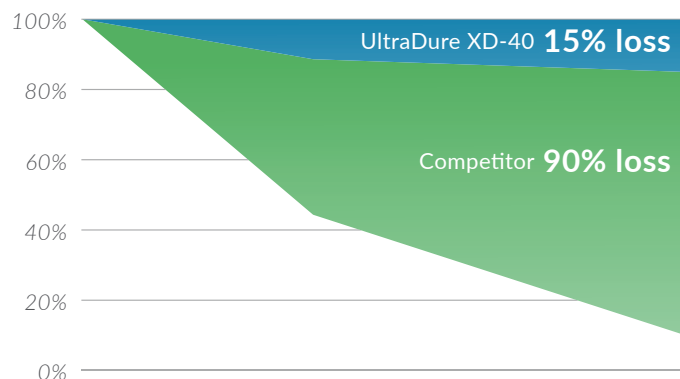
UltraDure XD-40 coatings use the same pigments that have been formulated for Titan's flagship ELITE® PVDF coatings — a brand that offers superior weathering performance.

UltraDure XD-40 coatings are known for their resistance to the exterior elements. The harsh UV rays from the sun are no match for this durable coating technology. The most durable exterior grade pigments, combined with our proprietary ultra durable silicone polyester resin, allow for deep, rich, long-lasting color for every building project.

Gloss Retention

1000 hours Q.U.V. 313B Bulbs

The competition lost 90% of their gloss, while UltraDure XD-40 retained 9 times more gloss. This means that projects stay looking newer and cleaner for longer.



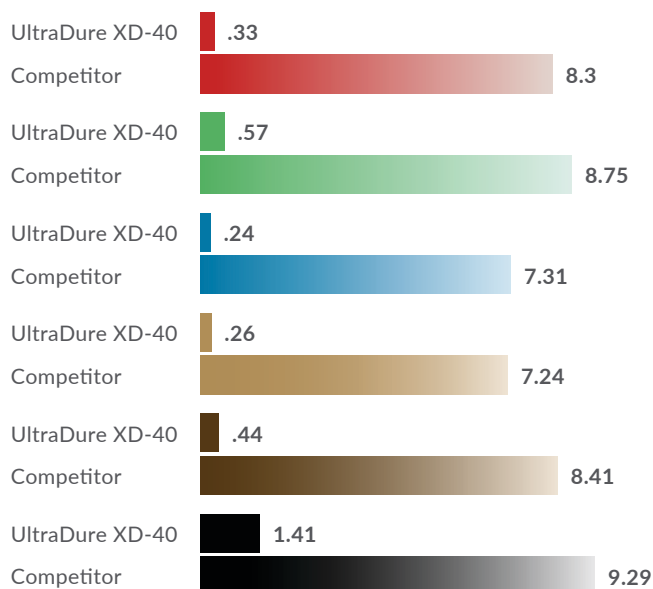
Exposure testing in South Florida

UltraDure XD-40 coatings provide outstanding resistance to color and gloss fade. The coatings are tested at South Florida exposure sites. Pigments are tested extensively prior to approval for use and formulated for maximum efficiency.

Color Fade

1000 hours Q.U.V. 313B Bulbs

UltraDure XD-40 coatings retain color better than the competitor. Testing bright red, dark green, regal blue, bronze, brown, and black coatings from Titan and a major competitor, we exposed the panels to harsh accelerated testing.



ULTRADURE® XD-40

ULTRA DURABLE COIL COATING

TECHNICAL DATA

SPECIFICATIONS	TEST STANDARD	ALUMINUM SUBSTRATE	COATED STEEL SUBSTRATE
Dry Film Thickness (Nominal)	ASTM D1005	0.15-0.30 mil primer 0.70-0.90 mil topcoat	0.15-0.30 mil primer 0.70-0.90 mil topcoat
Gloss	ASTM D523 @ 60°	5-80+	5-80+
Flexibility	T-bend, ASTM D4145	1-2 T-bend, no pick-off	1-2 T-bend, no pick-off
Pencil Hardness	ASTM D3363	H-3H	H-3H
Reverse Impact	ASTM D2794	1.5x gauge or 80" lbs.	3x gauge or 80" lbs.
Solar Reflectance	ASTM E903, ASTM E1918 using portable reflectometer	0.25 (25%) min.	0.25 (25%) min.
Adhesion	ASTM D3359	1.5x metal thickness; No adhesion loss	3x metal thickness; No adhesion loss
Falling Sand, Abrasion	ASTM D968	25-40 l/mil	25-40 l/mil
Alkali Resistance	ASTM D1308 10%, 20% NaOH, 1 hr.	No effect	No effect
Mortar Resistance	ASTM C267	No effect	No effect
Detergent Resistance	ASTM D2248 3% detergent @ 100° F - 72 hrs.	No effect	No effect
Acid Resistance	ASTM D1308 10% muriatic acid - 15 min. 20% sulfuric acid - 24 hrs.	No effect	No effect
Acid Rain Test	Kesternich SO2, DIN 50018	10 cycles No objectionable changes	10 cycles No objectionable changes
Salt Spray Resistance	ASTM B117 5% salt fog @ 95° F	Passes 1,000 hrs.	Passes 1,000 hrs.
Humidity Resistance	ASTM D714, ASTM D2247 100% relative humidity @ 95° F Passes 1,000 hrs.	Passes 1,000 hrs. No blisters, cracks or peeling	Passes 1,000 hrs. No blisters, cracks or peeling
Exterior Exposure	ASTM D2244, ASTM D4214 10 yrs. @ 45°, South Florida	Max. 5 fade Max. 8 chalk	Max. 5 fade Max. 8 chalk

