



A REVOLUTIONARY LOOK FOR VISIONARY ARCHITECTURE.

Introducing the groundbreaking new Artisan 3.5 coating, Dura Industries' signature three-coat Artisan system.

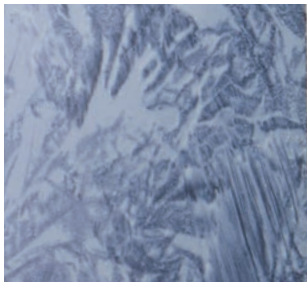
DEVELOPED AFTER PARTNERING WITH VALSPAR CORPORATION

For the Smithsonian National Museum of African-American History and Culture, Dura Industries developed the Artisan 3.5 system in African Sunrise, a unique aesthetic that utilizes Valspar's Fluoropon 70% PVDF coatings to create color with depth and sparkle. This revolutionary new system is designed to give your vision the meaningful impression it deserves, now and for generations to come.

MORE COLORS TO MEET THE EYE

While the Smithsonian is the first project to use the Artisan 3.5 system, Dura has developed several other looks in this system which work with a variety of substrates. Custom options are also available upon request, making the possibilities for this unique system endless.

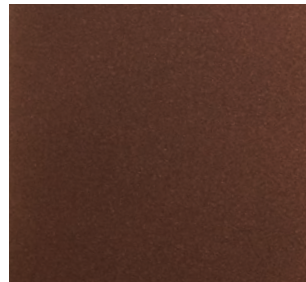
Dura Industries' Signature Three-coat Artisan 3.5 Looks



SILVER MARBLE



GOLD MARBLE



AFRICAN SUNRISE

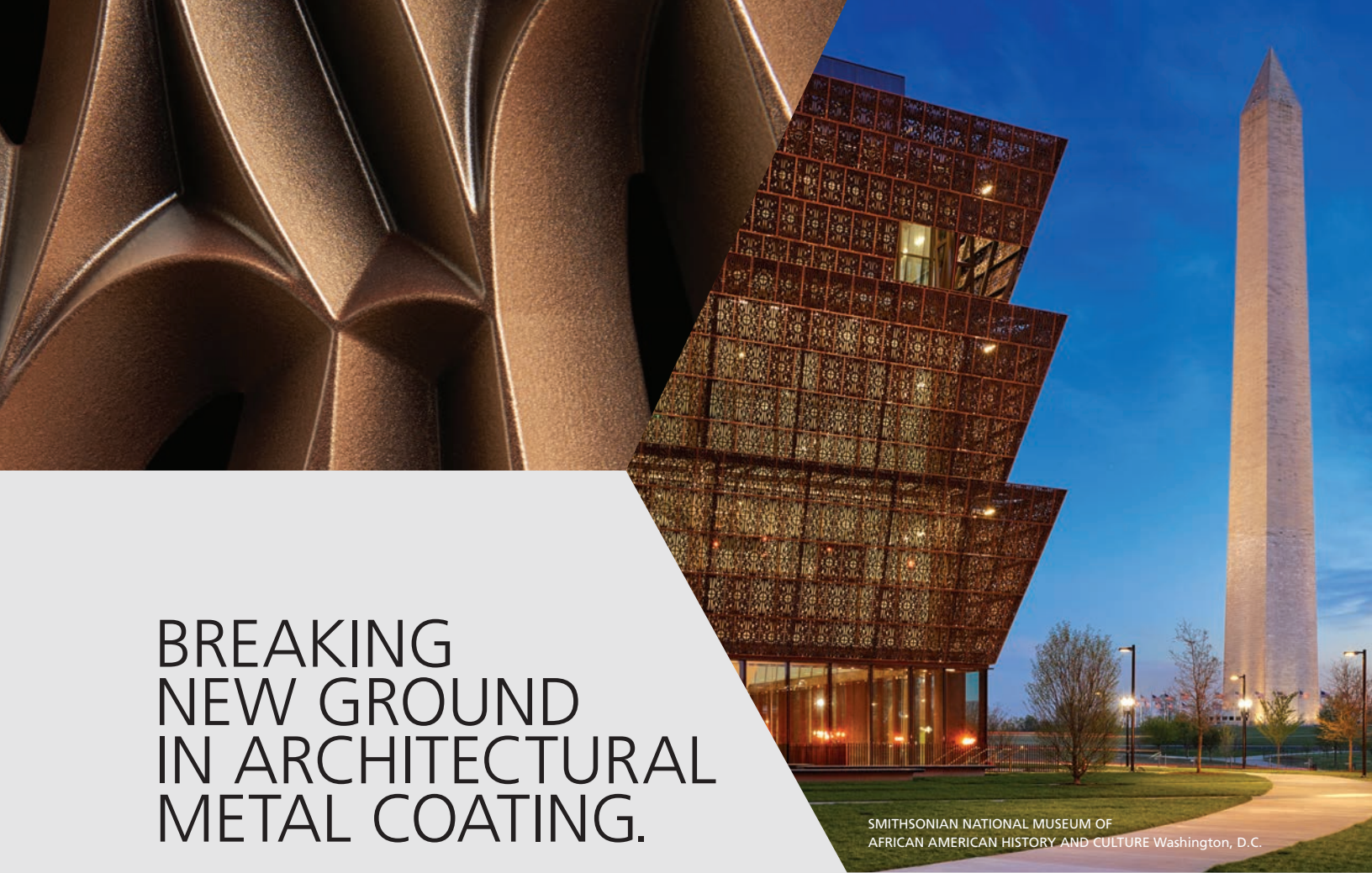


OIL RUBBED BRONZE



TO LEARN MORE

Visit duraindustries.com or call (503) 228-7007.

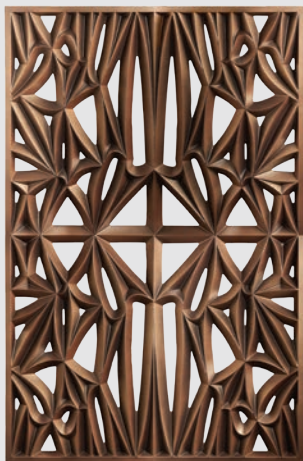


BREAKING NEW GROUND IN ARCHITECTURAL METAL COATING.

SMITHSONIAN NATIONAL MUSEUM OF
AFRICAN AMERICAN HISTORY AND CULTURE Washington, D.C.

THE INSPIRATION

For the first time in the company's history, Dura implemented a hand-painted five-coat system, matching the uniqueness of this impressive structure. The result was the development of the Artisan style coating using a Dura five-coat system.



One of 3,600 finished individual panels.

THE PROCESS

Dura's production team painted 3,600 individual metal wall panels by hand. They began with two layers of primer to create a smooth base on the sand casted aluminum, followed by three different color layers of the Artisan coating.

THE RESULT

Dura, in collaboration with the Smithsonian design team, started with multiple custom color options of **Valspar's 70% PVDF Fluoropon®** architectural metal coatings. Dura then added other Valspar base colors to achieve the perfect shading effect, resulting in the breathtaking color fittingly named African Sunrise.

THE DIFFERENCE

With over 40 years of experience and an incredible reputation to deliver quality craftsmanship, Dura continues to set itself apart in the industry. They blend 70% of architectural coatings in-house and provide both extrusion and custom options. And thanks to the Smithsonian project, Dura has now added the in-demand Artisan system to its repertoire.